SEPTEMBER 5, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BORED...

with your Advertising Results?

Try KISN

with 35.7% of the Audience in GREATER PORTLAND*

More ¼ hour firsts than all other Portland Stations combined! 290 out of 300 — April, 1960, PULSE

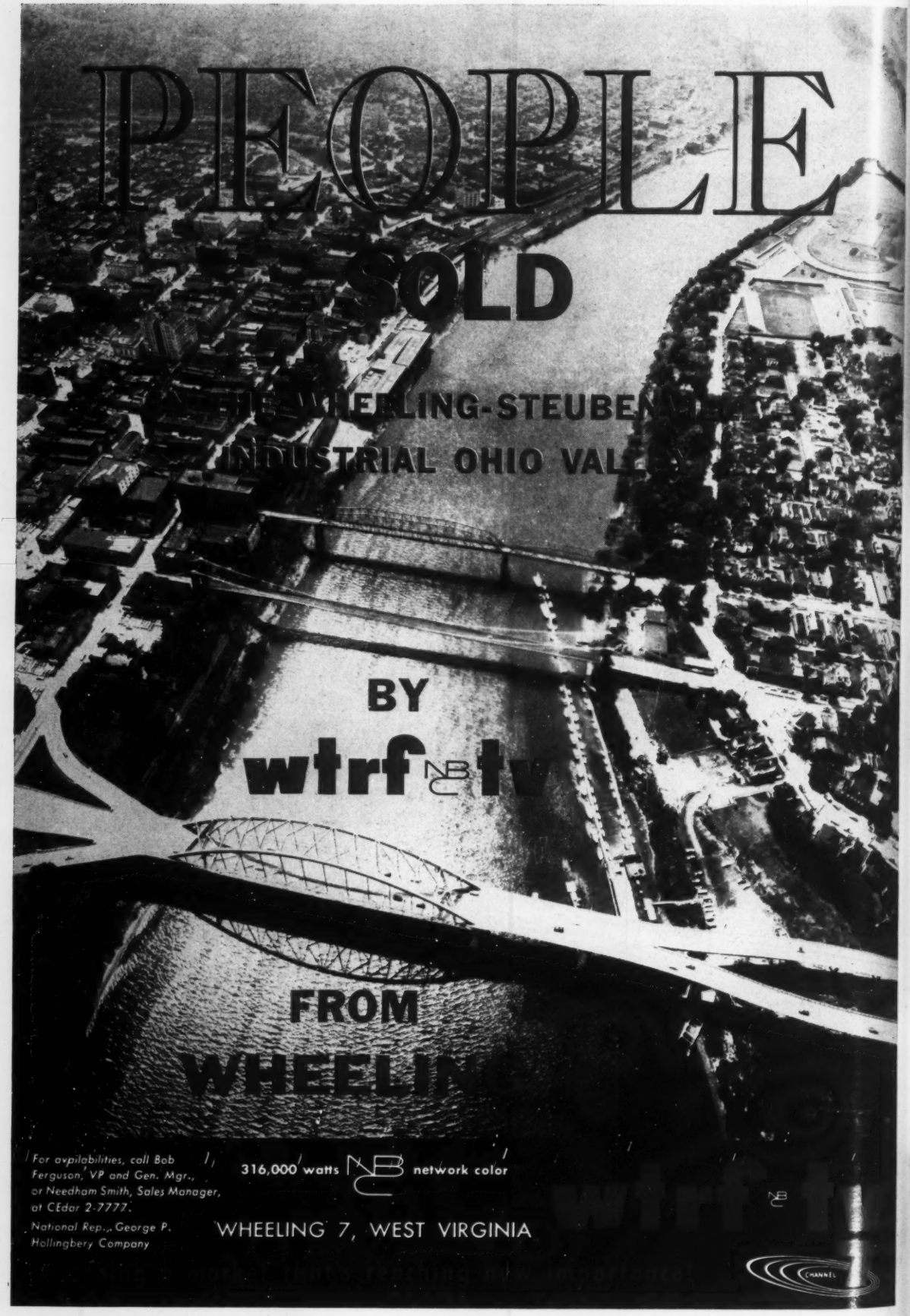
*JUNE-JULY, 1960, HOOPER

DYNAMIC RADIO IN DYNAMIC MARKETS

KISN Portland AVERY-KNODEL
KOIL Omaha AVERY-KNODEL
KICN Denver ADAM YOUNG

the Star stations

DON W. BURDEN — President


PEOPLE
SOLD
WHEELING-STEUBEN
INDUSTRIAL OHIO VAL
BY
wtrf NBC tv
FROM
WHEELIN
For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.
National Rep., George P. Hollingbery Company
316,000 watts NBC network color
WHEELING 7, WEST VIRGINIA
CHANNEL

All day — Every day
YOU'VE GOT HER EARS
through "Balanced Programming"
WCBM Radio is the housewives' favorite listening habit in Baltimore. With WCBM's *"Balanced Programming"* they enjoy good music... comedy and drama... keep current with world events... learn what's new and where to buy it! The ratings prove our point... you reach adult buyers — all day, every day — on WCBM in Baltimore!
WCBM
A CBS RADIO AFFILIATE
10,000 Watts on 680 KC
Baltimore 13, Maryland
PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

IN THE DALLAS-FT. WORTH MARKET...

Reach MORE with Channel FOUR

KRLD-TV covers 58 Texas and Oklahoma counties with a spending potential of $4.8 billion and $3.6 billion in retail sales.*

Channel 4 places your message in more TV Homes in the vast Dallas-Ft. Worth Market area than any other station.†

*SRDS Consumer Market Data, July, 1960
†Nielsen Television Audiences, July 24, 1960

KRLD-TV

represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

Fifth network ■ Los Angeles group will soon announce formation of new radio network, Republic Broadcasting System, to provide 24-hour news, music and sports service nationwide at no cost to stations. Affiliates will be asked to guarantee clearance of at least four hours of network service per day. They'll get 90 seconds in each quarter-hour for local sale. Network will get its revenue from national spots in program segments.

New network will be headed by Dave Cornelius, who's been program director and newsman on Southern California stations. One backer is Joe Kirkwood, Jr., Hollywood actor who plays Joe Palooka role. RBS will be budgeted at $5 million—$2.5 million for lines, $1 million for staff, $1.5 million for administration and promotion. Los Angeles will be origination point.

Post-'48 prices ■ Distributors of major studio post-'48 movies are trying strenuously to make network deals. They usually are asking networks to pick 26 features before quoting prices. But one index to price structure is that one major distributor of post-'48 movies gave networks right to pick 26 features from its supply and quoted $200,000 per picture, or total price of $5.2 million, for single network presentation.

Nielsen deal ■ That "irreconcilable conflict" between NBS-CBS and Nielsen over rates for renewal of Nielsen tv rating service (CLOSED CIRCUIT, July 18) has been resolved—and in usual way: by compromise. Both CBS and NBC had wanted rates no higher than those charged ABC, but ABC's contract by its own terms assures ABC of price advantages. In coming to terms, Nielsen yielded some and so did CBS and NBC, apparently with no party getting all it had wanted. New agreements have no terminal dates but are subject to cancellation by either side on approximately one year's notice.

Biggest immediate effect of CBS and NBC signing with Nielsen is decision of American Research Bureau to shelve its plans for daily Arbitron national ratings reports. This even though its overnight nationals during political conventions generally impressed networks with their apparent accuracy as well as obvious speed. But without network support, ARB says it will forget daily nationals at least for year, will continue its seven-city daily reports (to which networks do subscribe) and will do national ratings about seven times per year.

Aiming for depth ■ The Pulse Inc.'s monthly tv network rating reports on Top 20 shows are headed for oblivion, but "biographical" audience surveys are planned as replacement. Change will take place around end of year. New studies will measure viewing and buying habits of viewers, will examine make-up of audience in terms of job, income, rent expenditure, etc.

Debate flareback ■ Chagrined Democrats, who wanted Nixon-Kennedy tv debates to run right up to election, lost out in negotiations with GOP but they're promising high-level repercussions. They say many legislators voted for Sec. 315 suspension in anticipation of debate schedule that would include final campaign days. GOP, they argue, refused to allow any debate after Oct. 21. As result several legislators plan to attack GOP attitude on ground they were deceived and would not have gone along with Sec. 315 suspension.

While agreement reached with Nixon and Kennedy groups on Great Debates (story page 44) precludes sponsorship by any organization for this series, it was tacitly understood at last Wednesday's meeting that this would not be construed as policy which would preclude sponsorshsip of public service or news interview programs, whatever their nature. No-sponsorship proviso, it was agreed, applies only to face-to-face presidential and vice presidential debates for this election. Carrying ball on clarification was NBC, through Vice President William R. McAndrew. It's understood NBC already has aligned series of seven one-hour programs Saturday evenings, beginning Sept. 17, for use of candidates themselves, to be handled by Huntley-Brinkley team on depth-interview basis.

Still hung up ■ Congressional approval last week of omnibus bill (S 1898) doesn't necessarily mean automatic renewal of some 600 temporary licenses issued by FCC since its rigid interpretation last March of sponsor identification provision on payola. Most stations will get renewals where violations were unintentional. But in more extreme cases of under-table payments and of station payola, as opposed to failure to identify recordings, FCC may take its time and even conduct further inquiries.

TIO campaign ■ Television Information Office is preparing full-page ads, its first, to run next month in four magazines *(Atlantic, Harper's Saturday Review, Reporter)* that appeal to opinion leaders. Ads will call attention to Nixon-Kennedy tv debates — and to television industry's initiative in making them possible.

Pay tv problems ■ With FCC formally reconvened, one of first orders of business will be what to do about application of General Teleradio for pay tv experiment in Hartford via its recently acquired WHCT-TV (ch. 18). Teleradio wants *en banc* hearing to expedite action while opposition, including Theatre Owners of America, has pitched for routine hearing before examiner, to be followed by proposed findings and oral arguments—process that could take two or three years.

Skiatron pay tv is being talked up again by Matty Fox, New York promoter, recently embroiled in SEC proceedings. He was in Texas last week trying to raise funds for proposed wire pay tv installations in Los Angeles and San Francisco. Mentioned in Houston was figure of $10 million, of which $8.5 million purportedly had been raised. There's talk of IBM and AT&T cooperation in project. Before wire pay tv can be introduced, California public service commision must approve it. Past pleas to commission have failed.

Holes in dike ■ Two soft spots in new NAB Radio Code structure—lack of restraint on participating commercial spots and weak rules governing station promotions and contests—are permitting flagrant violations of good broadcasting, according to one prestige station. Code should be amended to halt gross overcommercialism, station contends. First roll-call of code enrollees under new pay-as-you-go plan shows one-seventh of radio stations have joined (story page 68).

Broadcasters only ■ Print newsmen, through press associations, are trying to horn in on Great Debate series but so far have gotten nowhere. Network position is that their own news staffs are competent to handle interviews with presidential and vice presidential candidates and that since networks are donating their time, print news organizations have no basis on which to intercede. Moreover, they point out that precedent is being created by hooking up of networks for head-to-head debate series, which heretofore has been done only for President's appearances.

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ONE WORKABLE WAY TO EARN A RAISE

The only economically sound way that wages can be increased is through increased productivity.

There are several ways to increase productivity. One is by the installation of new, more efficient machines, which management is free to do whenever it is economically possible.

However, when improved machines are introduced, the employee has the responsibility to use the new equipment to its best advantage. If this is done, the employee may then deserve a *share*, certainly not all, of the results of the increased productivity.

Why a share? Because it should be remembered that without shareholders' investment of their money to *buy* the new machines, the employee would not even have the opportunity to *earn a share* of the benefits. Shareholders, too, earn their share.

REPUBLIC STEEL

CLEVELAND 1, OHIO

Republic Steel uses improved equipment to increase efficiency

Wherever and whenever possible, the installation of new, improved machines to help increase the efficiency of employees, is a basic policy of Republic Steel.

One evidence of this is the present use of the most highly efficient machines available to produce the many types and sizes of Republic ELECTRUNITE® Tubing. This amazingly versatile product—the steel tube—is the strongest structural form, per pound, that man can build.

As boiler tubes and hydraulic fluid line tubing, this electrically welded steel tubing is used to withstand internal pressure. For mechanical applications, millions and millions of feet go into everything from furniture to automobile drive shafts and rear axle housings. It is easily shaped—expanded, reduced, turned, flared, flattened, flanged, depressed, and specially formed in innumerable ways for practically endless uses.

As raceways for electrical wiring, it is vital to the building industry.

Republic Steel is one of the world's largest suppliers of electrically welded steel tubing.

WEEK IN BRIEF

MR. MOGGE

How radio boosts sales for Seven-Up ■ What does a regional advertiser do to make a significant sales impact with a budget that obviously couldn't spread effectively across all media? Dominance in a single medium—radio—has been the successful strategy for the Seven-Up Bottling Co. of Los Angeles. Food marketing expert Norton W. Mogge, president, Atherton Mogge Privett Inc., Los Angeles, relates the details in this week's MONDAY MEMO. Page **20.**

Networks plan ahead ■ A full year ahead of the 1961-62 season finds networks, producers and some agencies deep in the process of planning its prime-time programming. Page **27.**

Rundown on casualties ■ Only 15 network shows new in the 1959-60 season will find their way back this fall, according to a McCann-Erickson summary. Page **28.**

Cranberry comeback trail ■ The U.S. cranberry grower is depending on a $1 million tv campaign to recapture his primary market (more than half of cranberry sales are made in the holiday periods). Page **30.**

KYA tests commercial upgrading ■ Bartell's San Francisco station will take on the role of a test station for the radio industry, starting with adoption of a 16-point commercial policy including a single rate. Page **34.**

Now for action ■ Labor Day's here and the "Great Debates" schedule has been arranged; so the two major parties are getting down to serious campaigning. Timebuying plans and network schedules will soon take shape. Page **44.**

The successful 'egghead' ■ Robert Saudek, who has proved that cultural programming with entertainment values can be profitable, is preparing for the busiest season of his career, with 33 hour-long or 90-minute network productions on the drawing board. Page **54.**

Tv's revenues and profits at new high ■ Television's financial data for 1959 released by the FCC; total revenues reach a new high of $1.1 billion—up 13% over 1958. Profits, before federal tax, also move up—$222.3 million, a 29.3% boost over the previous year. Page **60.**

Canon 35 ignored ■ American Bar Assn. fails to do anything about its anti-broadcast rule at its annual convention but gives gavel awards to four tv and two radio stations for promoting understanding of law and justice. Page **66.**

The adult audience ■ A new RAB study claims that radio surpasses tv in reaching the daytime adult audience, which the bureau characterizes as the "important" audience for most advertisers. Page **72.**

Nine-tenths have tv ■ A U.S. Census Bureau sample survey shows 46.5 million homes have more than one tv set. Saturation of 88% is 2% above the tv home saturation of a year ago. Multi-set tv homes are increasing too. Page **74.**

Legislative success ■ 86th Congress had progressive second session with enactment of payola bill, Sec. 315 suspension and NARBA ratification. Page **76.**

Watchdog money denied ■ Senate refuses to okay $150,000 for subcommittee to monitor political broadcasts in last official business of 86th Congress. Page **78.**

DEPARTMENTS

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E

E·qui·poise

(ē′kwĭ-poiz) *n.*

1. equality of weight

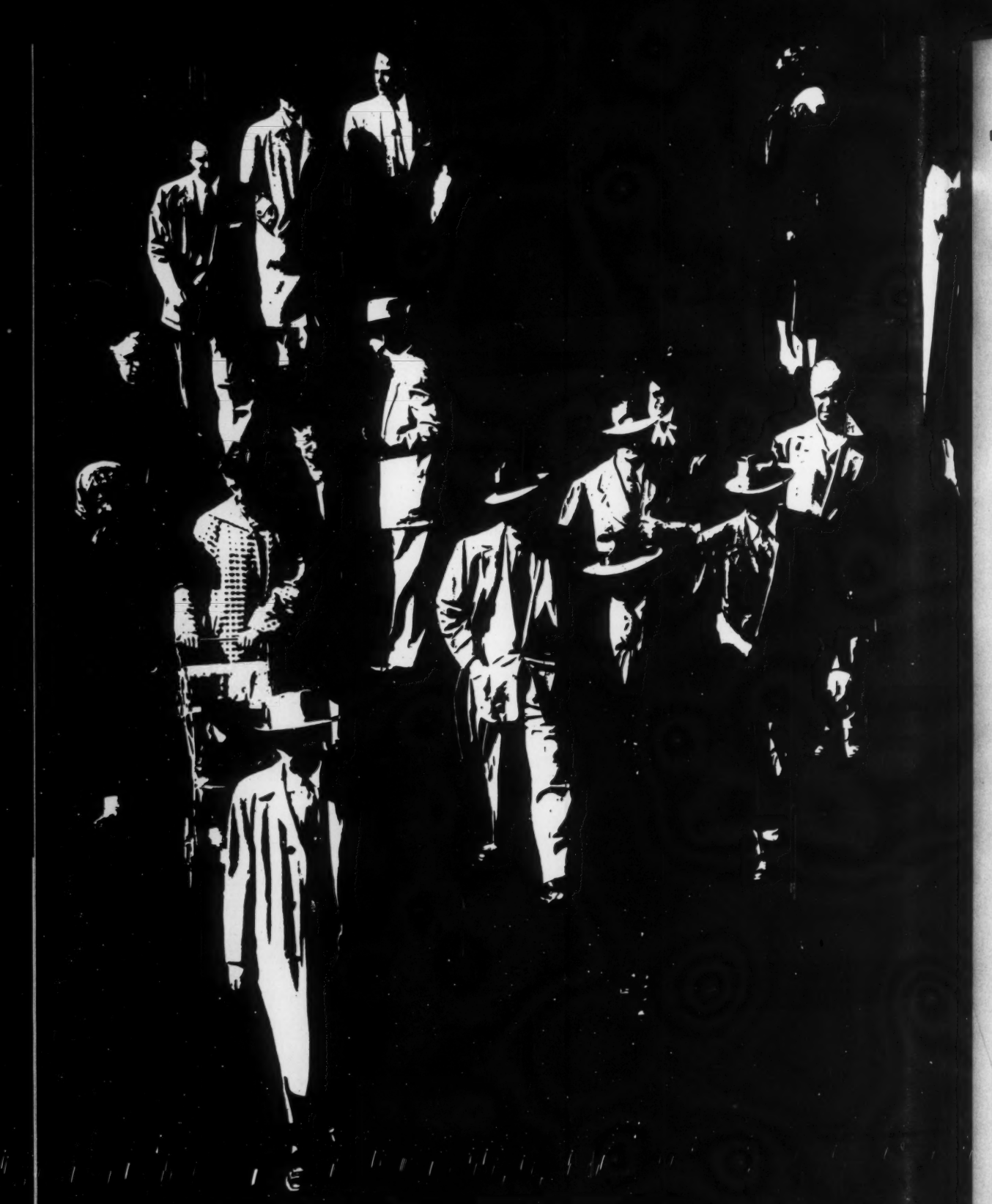
2. *e.g.* the balanced programming of public affairs, community service, news and entertainment during **wmca**'s broadcast season.

the straus broadcasting group

wmca NEW YORK ■ AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL



New census facts credit Omaha and Lincoln with over one-third of Nebraska's total wealth and population. In Omaha, KMTV leads day and night. In Lincoln, KMTV has four times the quarter hour dominance of the other Omaha stations combined. Therefore, KMTV is the only station which delivers over one-third of Nebraska, plus 73 counties outside the Omaha-Lincoln metro areas. A MARKET IS PEOPLE, and KMTV reaches MORE PEOPLE with MORE MONEY than any other station in the state. Check Rorabaugh. Check Nielsen. Check ARB. Then call Petry for a two-market buy at a one-market price . . . .

KMTV 3: EXCLUSIVE NBC FOR OMAHA-LINCOLN!

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT · DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

Senate group plans political monitoring

Senate Watchdog Subcommittee won't discard idea of monitoring political broadcasts on tv and radio stations—even though Senate last week (page 78) failed to approve $150,000 asked for that purpose—if Joe Bailey Humphrey, majority counsel, has his way.

Mr. Humphrey said Friday he plans to ask politically-interested contacts throughout country to make audio tapes, on non-paid voluntary basis, of political broadcasts where they suspect station bias and furnish them to subcommittee. He said he hoped he and Walter Boehm, minority counsel, could solicit volunteer monitors on bipartisan basis, though he thought each counsel could work faster getting monitors from members of own party.

Mr. Humphrey said he hasn't submitted plan yet to subcommittee members and no date has been set for meeting, but he feels they'll approve it as being in keeping with mandate of resolution creating subcommittee and setting out its functions.

He said he believes enough volunteers from both parties will participate so that there'll be average of half-dozen for each state, with concentration in centers of population. They'll be persons with "trained ear" in political field, he said. He thought plan would furnish "adequate" and "reliable" information for Senate unit.

Commenting on argument by Sen. Everett Dirksen (R-Ill.) that such monitoring activity by congressional committee would be necessarily partisan, Mr. Bailey said tapes would be adequately documented and that such "demonstrable" evidence speaks for itself.

He emphasized that monitoring plan would not be "entrapment," but record of "what actually happens" on stations during election campaign.

RCA elects Watts

Election of W. Walters Watts, board chairman-president of RCA Sales Corp., to RCA's board of directors announced Sept. 2 following meeting of board. He succeeds Dr. Charles B. Joliffe, vice president and technical director of RCA, who reached retirement age last year but continues to serve RCA on special assignments. Board also issued quarterly dividend of 25 cents per share on common stock of RCA, payable Oct. 24, 1960 and dividend of 87½ cents per share on first preferred stock for period Oct. 1, 1960-Dec. 31, 1960, payable Jan. 3, 1961.

Rotation plan set for election debates

CBS will handle pool coverage of first Nixon-Kennedy joint radio-tv appearance (see page 44), NBC the second and ABC one or two others (two if Oct. 8 date, now tentative, becomes firm), according to network sources who said rotation system was determined by lot Friday afternoon (Sept. 2).

Plans for eight hour-long political specials, tentatively titled *The Campaign & the Candidates,"* to be sponsored by Longines-Wittnauer Watch Co. and presented on NBC-TV Saturdays at 9:30 p.m. NYT starting Sept. 17 are being announced today (Sept. 5) by William R. McAndrew, vp in charge of NBC News.

Film group named

Joseph L. Floyd, KELO-TV Sioux Falls, S. D., named chairman of NAB Television Committee, conducting continuing study of developments in tv film area. Other members: A.J. Fletcher, WRAL-TV Raleigh, N. C.; William Goetze, KFSD-TV San Diego, Calif.; A Louis Read, WDSU-TV New Orleans; Frederick S. Houwink, WMAL-TV Washington, and Leonard J. Patricelli, WTIC-TV Hartford, Conn.

Cities over 25,000

List of 673 cities of 25,000 or more inhabitants, based on preliminary 1960 census count, was made available Sept. 2 by U. S. Census Bureau. In 1950 there were 483 cities in this size group, according to bureau, increase of 190 during decade. Five cities that dropped out of 25,000-and-over group were La Grange, Ga.; Morgantown, W. Va.; New Kensington, Pa.; Washington, Pa., and Winona, Minn. (Full population data on cities over 50,000 appeared in BROADCASTING June 27 and Aug. 8.)

King, Bicks to get recess appointments

White House said Friday President intends to make new recess appointments of Charles H. King to FCC and Robert A. Bicks as assistant attorney general in charge of Justice Dept. antitrust division within 30-day time limit after Senate's adjournment.

Senate failed to confirm two nominations made earlier in year when it recessed in July for political conventions. Though Senate passed resolution before convention recess giving all nominations *status quo* until it reconvened Aug. 15, there was legal question on whether resolution took precedence over statute letting nominations expire after 30 days of recess and also question of whether Messrs. King and Bicks could be paid.

President accordingly made recess appointments and sent renominations to Senate last Wednesday, day before adjournment. Since Senate also failed to act on new nominations, President will give them new recess appointments and they'll have to be sworn in again.

Also failing confirmation by Senate was nomination of Federal Trade Commission Chairman Earl W. Kintner to new term. Mr. Kintner's present term does not expire until Sept. 26 and President can give him recess appointment to serve through next session of Congress unless successor is nominated and confirmed. King and Kintner nominations failed to clear Senate Commerce Committee and Bicks nomination never got out of Judiciary Committee.

Radio-tv convention coverage defended

Some newspapers "made much" of completeness of their coverage of national political conventions, yet denounce tv-radio broadcasters for "doing what they do—and better," Samuel Sharkey, NBC news editor, said in talk to Assn. for Education in Journalism meeting at Pennsylvania State U.

Mr. Sharkey said newspaper editorials and tv-radio columns have been "unstinting in attacks on broadcasting for devoting as many as 60 hours to the two conventions. Is it too much to ask the press and the public to put up with the open functioning of the Democratic process for 0.7% of one year in every four?" he asked.

He charged newspapers with criticiz-

AT DEADLINE CONTINUED

Kauai meet

Shirt-sleeve sessions—literally—are on tap this week for CBS-TV Affiliates Board and key executives of network. They're holding their annual late-summer session Wednesday and Thursday at Kauai Surf Hotel, Kauai, Island, Hawaii. One business item will be to elect new chairman to succeed William B. Quarton of WMT-TV Cedar Rapids, Iowa, whose term expires this year. Network delegation is expected to be led by President James T. Aubrey Jr.

ing broadcasting for product mentions and describing them as plugola; yet, he said, newspapers give columns of plugola for cameras, foods, fashions, etc., and call it "editorial support."

Charge that tv-radio, newspapers and other educational processes yield to "mass opinion" was made by Ralph McGill, publisher of *Atlanta Constitution* (WSB-AM-TV). "Mass opinion wants *Gunsmoke* instead of political conventions, *Wagon Train* instead of a program on the Congo," he said.

Criticism that tv has greater effect on youngsters than have parents, religious and ethical advisors and teachers was challenged by David Manning White of Boston U. "We are going to use the technical advancements in communications to enrich the cultural life of the majority of our people," he said.

Applications filed for vhf boosters

First applications for vhf television repeaters reached FCC last week and were announced Friday. Of first 11 applications, one group of four was for New Castle, Wyo., to pick up and rebroadcast on vhf channels signals of KFBC-TV Cheyenne and KTWO-TV Casper, both Wyoming; KOTA-TV Rapid City, S.D., and KDUH-TV Hay Springs, Neb.

Other seven applications represented single channel pickups for: Trail City-Glencross-Timber Lake-Firesteel, S.D., to relay KFYR-TV Bismarck, N.D.; Claremont, N.H., to relay WMUR-TV Manchester, N.H.; Ouray, Colo., to relay KREX-TV Grand Junction, Colo.; Union County, N.M., to relay KGNC-TV Amarillo, Tex.; Eagle Butte, S.D., to relay KPLO-TV Reliance, S.D.; Loma, Mont., to relay KFBB-TV Great Falls, Mont., and Afton, Wyo. (relay station not identified).

FCC authorized low-powered, vhf repeaters at end of July following several years of controversy (BROADCASTING, Aug. 1).

Scott, Sugg slated for NBC board

Election of Walter D. Scott, NBC-TV executive vice president, and P. A. Sugg, executive vice president for owned stations and spot sales, to NBC board of directors is expected to be announced this week. Mr. Scott, who joined NBC sales department in 1938, was named eastern sales manager in 1949, national sales manager, radio, in 1951. He became administrative sales manager, radio and television, in 1952; vice president and national sales manager, television, 1955; vice president, television network sales, 1958, and executive vice president in February 1959. Mr. Sugg joined company as vice president, owned stations and spot sales, in 1958, and became executive vice president five months later.

TvB expansion plan

Television Bureau of Advertising plans to expand and expedite flow of sales aids and other services to members. William B. Colvin, who resigned as station relations director about two years ago and is now advertising and sales promotion manager of Westinghouse's WBZ-TV Boston, reportedly is slated to return to bureau for important role in this enlarged member-service program.

100 radio stations file power comments

Almost 100 local radio stations have filed comments with FCC on proposal to permit existing Class IV radio stations to raise power from present 250 w limitation up to 1 kw. All urged commission to enact rule so that pending 400-odd applications for this power boost may be granted.

Earlier in week more than 25 comments were filed (see page 81), and on Friday, almost 70 additional documents were reported in.

Proposal, issued August 2, would permit power boosts without hearing regardless of interference caused by increase. New ruling would apply solely to existing local stations; applicants for new Class IV outlets would have to follow present rule which requires hearing where interference is involved.

Only two comments opposed proposed ruling. These were by J.G. Rountree, Austin, Tex., consulting engineer, and Ward Broadcasting Co., applicant for Class IV am at Sonora, Tex.

Deadline for comments was Sept. 1; for replies it is Sept. 15.

Business briefly

Massey looking ■ Massey Ferguson Inc. (U. S. Industrial Div., Toronto, farm machinery), which past year-and-half spent estimated $3 million in radio-tv, is losing its *Jubilee USA* on ABC-TV Saturday evenings for 1960-61 season because of network's newly-acquired Gillette fight series. Company, which had been gratified with *Red Foley Show*, is shopping elsewhere and is understood close to completing details for new farm tv property on another network. Agency: Needham, Louis & Brorby.

Agency named ■ Remington Rand System Inc. (office equipment), New York, names Guild, Bascom & Bonfigli, New York, as agency, effective immediately. Account formerly was at Gardner Adv., New York, and billing has been about $500,000. Media for account are to be evaluated and plans will be announced shortly.

Lark series ■ Studebaker-Packard Corp., South Bend, Ind., has bought *Wilbur and Mr. Ed*, half-hour comedy show about married couple and their "talking" horse as exclusive property for sponsorship by Studebaker-Lark dealers in more than 120 markets, starting in January. Agency, D'Arcy Adv., St. Louis.

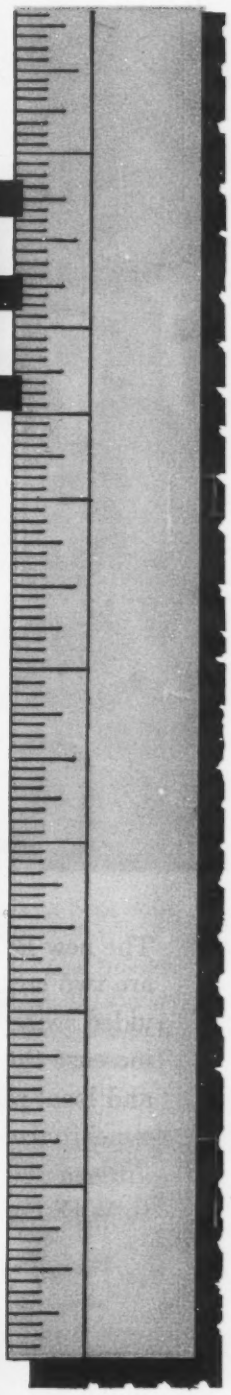
Media matching

What's good about tv rating data if figures can't be compared with competitive media? Station competitors WJXT (TV) and WFGA-TV, both Jacksonville, Fla., will know in next two weeks how they stack up against newspaper readership figures in that city. Stations commissioned business research firm of Daniel Starch & Staff, New York, for readership study of *Jacksonville Times-Union Journal*. Local paper is not included in Starch's sporadic surveys of seven newspapers in four cities, it's reported.

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

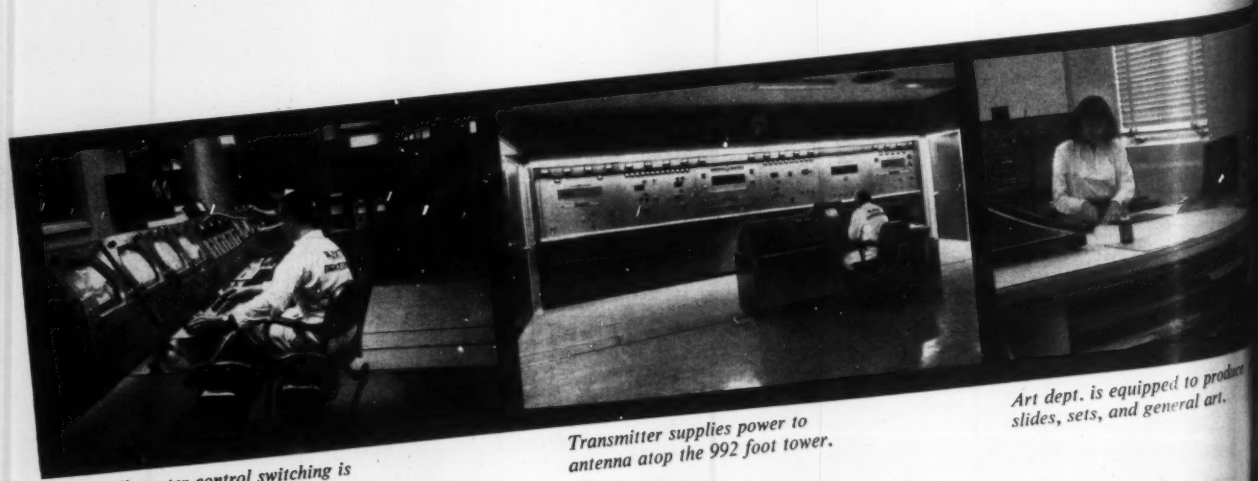
CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative

or C. P. Persons, Jr., General Manager

now, more than ever..

The new Broadcast House is now nearly half again as large: 40,000 sq. ft. There are two large, identical studios fully equipped with the latest video switching and transistor audio facilities. Two RCA video tape machines increase the flexibility of WJXT in producing commercial messages and local programming. From rear screen projectors to a synchronized teleprompter system to a complete kitchen . . . there's more to Florida and more to WJXT than ever before!



All master control switching is on an automatic pre-set basis.

Transmitter supplies power to antenna atop the 992 foot tower.

Art dept. is equipped to produce slides, sets, and general art.

There's more to Florida

There's WJXT in Jacksonville, with greatly expanded facilities to put you in the swim of a booming market! The building is completely new—but the overwhelming lead in coverage is an old story. WJXT reaches 65 vs only 39 counties in the Northeast Florida-South Georgia region . . . and goes on to capture thundering rating leads every month.

WJXT (4)

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division
WJXT *Channel 4, Jacksonville, Florida*
WTOP *Radio, Washington, D. C.*
WTOP-TV *Channel 9, Washington, D. C.*

WJXT newsroom matches CBS coverage with thorough local reporting.

Two RCA video tape machines offer facilities for recording or playback.

FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

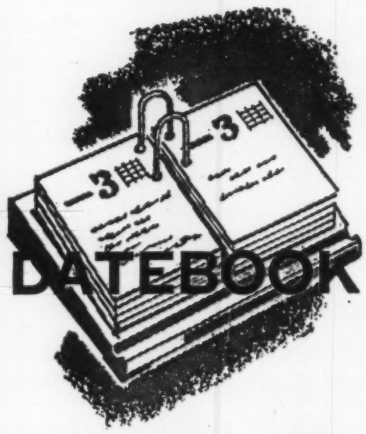
Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno... astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series – BEST OF THE POST – for your market!

ITC

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

Sept. 12-15—Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, Ill.

Sept. 12—Hollywood Ad Club initial meeting of 1960-61, 12 noon at Stage 6, Paramount Television Productions. Ken Snyder, Needham, Louis & Brorby, will be program chairman for demonstration-discussion of video tape techniques.

Sept. 13—Premium Advertising Conference, morning only, in conjunction with four-day New York Premium Show at Hotel Astor, both sponsored by Premium Advertising Assn. of America Inc. Speakers: William P. Dunham, product group manager, General Foods Corp.; Henry O. Whiteside, vice president and research director of J. Walter Thompson Co., Chicago, and Charles M. Hanna, author-lecturer-economist and management consultant.

Sept. 13—Los Angeles Ad Club luncheon at Hotel Statler. W.D. (Pete) Moore, advertising manager, Dodge Div., Chrysler Corp., will present the Dodge Dart advertising story.

*Sept. 15—Sigma Delta Chi Chicago Headline Club chapter dinner opening 1960-61 season, Henrici's Restaurant (Merchandise Mart), Chicago. Panel with leading local newsmen will discuss "At What Point Does Coverage Effect the Story?" Speakers: Bernard Eismann, CBS-Chicago; Bill Conway, AP; Murray Gart, Time Chicago bureau, and Donald Janson, New York Times Chicago correspondent.

Sept. 15—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Cunningham & Walsh executives will discuss radio problems.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

Sept. 15-17—British Columbia Assn. of Broadcasters annual meeting at Kelowna, B.C.

Sept. 16—Broadcasting Executives Club fall social. 100 Warrenton St., Boston.

Sept. 16—Florida Assn. of Broadcasters officers and directors meeting. 5 p.m. at Cherry Plaza Hotel, Orlando.

Sept. 16-18—UPI Minnesota Broadcasters fall meeting. Sawbill Lodge, Tofte, Minn.

Sept. 18-20—Louisiana Assn. of Broadcasters convention. Sheraton-Charles Hotel, New Orleans.

Sept. 18-21—Assn. Canadienne Radio Television Francaise annual meeting. Alpine Inn, Ste. Marguerite, Que. Among the speakers will be Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Murray Brown, CFPL-AM-FM-TV, president of the Canadian Assn. of Broadcasters.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 20-21—Atlantic Assn. of Broadcasters annual meeting at Amherst, N.S.

Sept. 22—AP Michigan Broadcasters meeting. St. Clair Inn, St. Clair, Mich.

Sept. 22-23—Illinois Broadcasters Assn. annual meeting. Urbana-Lincoln Hotel, Urbana, Ill.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23—FCC has scheduled oral argument on 23 applications for extension of time to construct uhf tv stations, pursuant to hearing order of June 11. For list of stations see FOR THE RECORD, Aug. 1 issue.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26—Hollywood Ad Club luncheon meeting at Hollywood Roosevelt Hotel. Awards made by Advertising Assn. of the West (BROADCASTING, July 4) will be presented to Hollywood winners.

*Sept. 26—First of the series of "Great Debates" on television between Sen. John F. Kennedy, Democratic candidate, and Vice President Richard M. Nixon, Republican candidate. 9:30 p.m., EDT. See story this issue.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 26-30—Board of Broadcast Governors meeting at Ottawa, Ont., for hearing of station applications.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

Sept. 29-Oct. 1—Alabama Broadcasters Assn. annual fall meeting. Stafford Hotel and U. of Alabama campus, Tuscaloosa. Rep. Oren Harris and FCC Commissioner Robert E. Lee will speak.

Sept. 30—Minnesota Broadcasters Assn. annual convention meeting. Leamington Hotel, Minneapolis.

OCTOBER

Oct. 1-2—Illinois News Broadcasters Assn. fall meeting. Faust Hotel, Rockford. Tentative program plans include session for major state candidates in fall elections.

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Los Angeles Ad Club luncheon at Hotel Statler. Robert Light, president, Southern California Broadcasters Assn., will be chairman of a Radio Day program.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4—NAB Tv Code Review Board meeting, NAB Headquarters, Washington. Girdle-bra advertising and theatrical film clips used in tv promotion are among board problems. Plans will be drawn for integration of code operations among Washington, New York and Hollywood offices.

Oct. 4-5—Advertising Research Foundation annual International Convention, The Queen Elizainclude Arthur Hull Hayes, president of CBS Radio; Peter Langhoff, Young & Rubicam vice president, and Arno H. Johnson, J. Walter Thompson vice president.

Oct. 5-8—Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

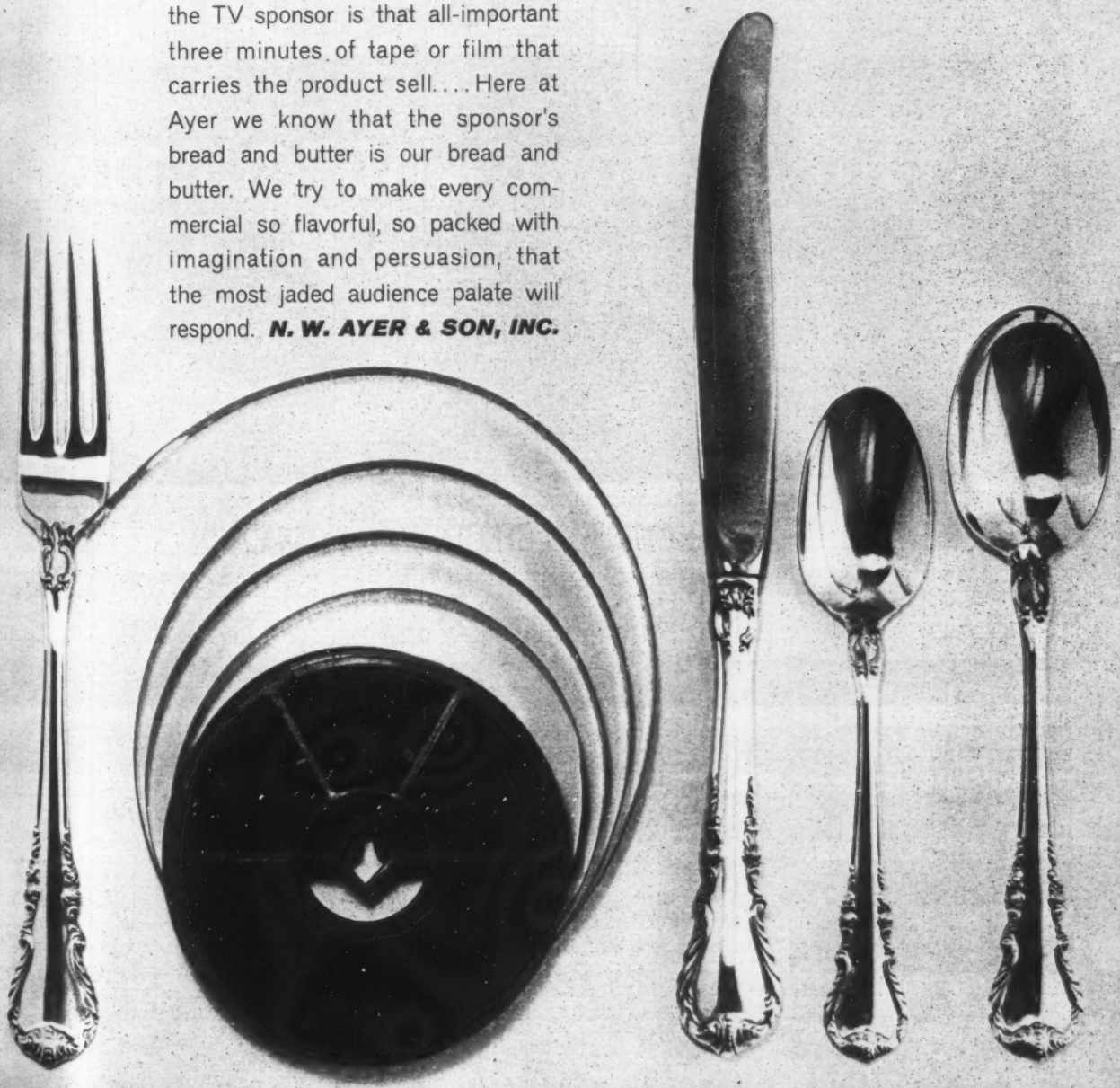
Oct. 6—NAB Broadcast Engineering Conference Committee. NAB headquarters, Washington, D.C.

Oct. 6-7—Radio Advertising Bureau course (in

The commercial is the payoff

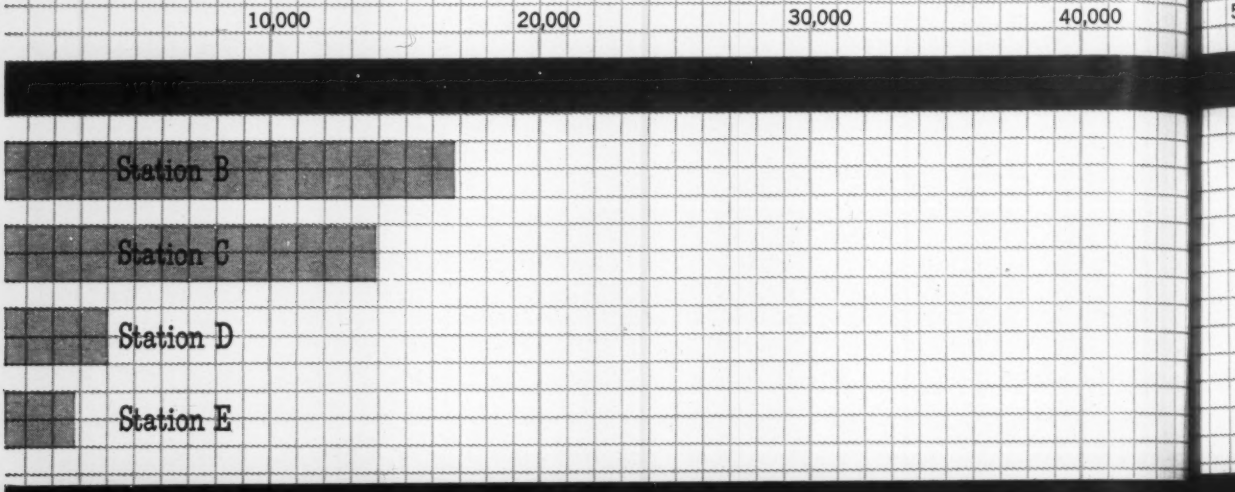
bread & butter...

Lobster Thermidor and Baked Alaska are fun to eat sometimes... but you wouldn't want to live on them. The thing that puts roses in the cheeks of the TV sponsor is that all-important three minutes of tape or film that carries the product sell.... Here at Ayer we know that the sponsor's bread and butter is our bread and butter. We try to make every commercial so flavorful, so packed with imagination and persuasion, that the most jaded audience palate will respond. ***N. W. AYER & SON, INC.***



WLW RADIO TOTAL AUDIENCE

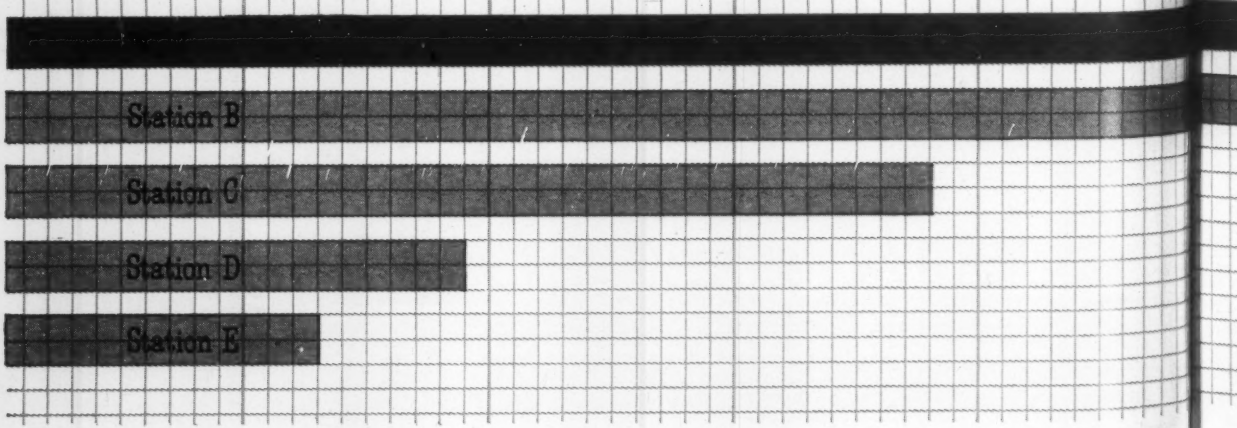
Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3-Hour Day Part—6 AM to 6 PM

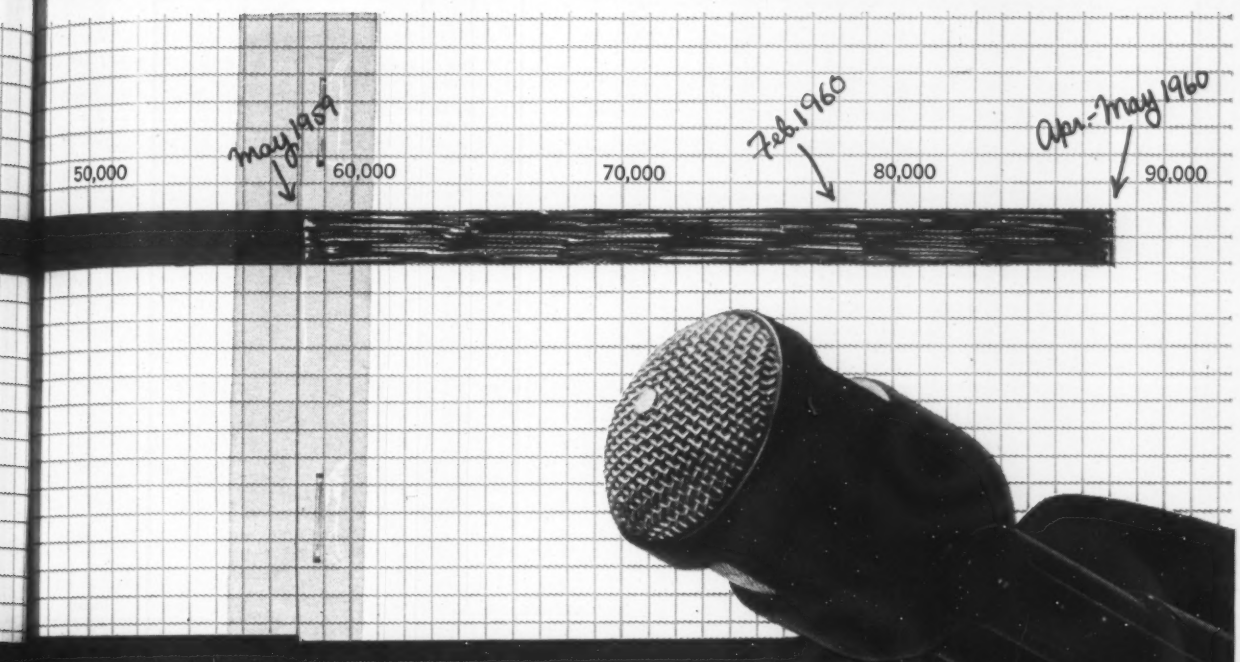


WLW radio again lengthens

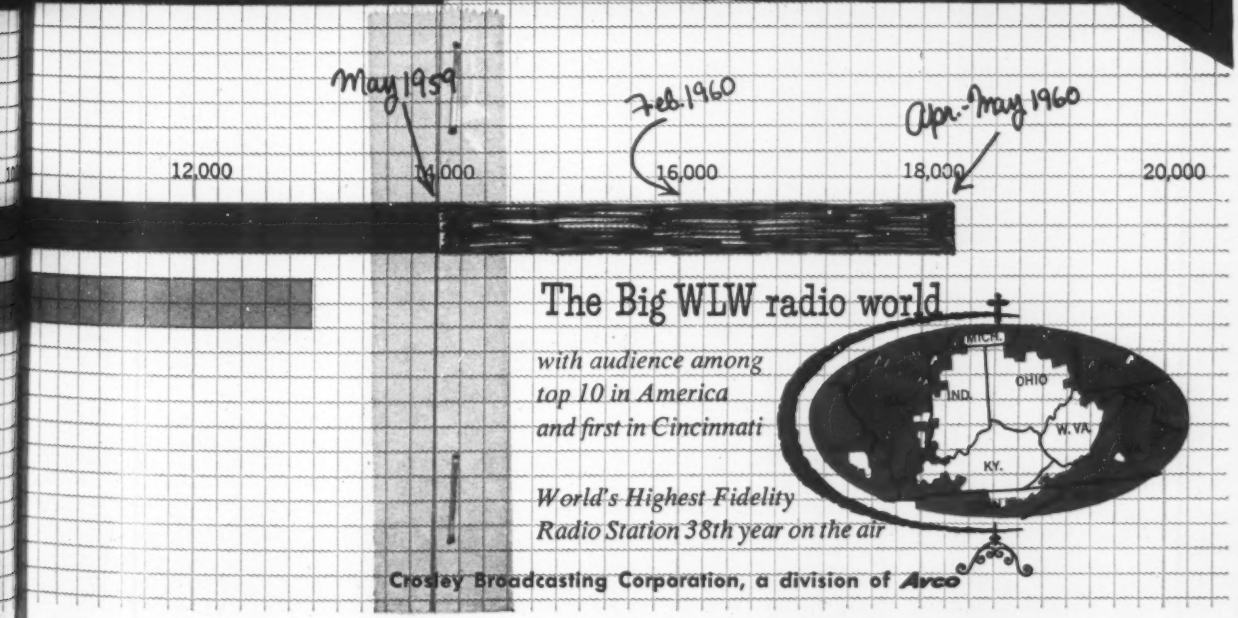
WLW RADIO METROPOLITAN CINCINNATI AUDIENCE

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3-Hour Day Part—6 AM to 6 PM





1st place lead in Cincinnati



The Big WLW radio world

with audience among top 10 in America and first in Cincinnati

World's Highest Fidelity Radio Station 38th year on the air

Crosley Broadcasting Corporation, a division of Avco

that have dominated
Charlotte Radio
for the past 3 years!

WIST
1240 KC
CHARLOTTE, N. C.
4980

Still the **best** radio **buy** in Charlotte

National Representatives
ADAM YOUNG, INC.

eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 10—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.

Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall creative convention. Bismarck Hotel, Chicago.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Education Television & Radio Center annual meeting of managers of affiliated stations. Rickey's Palo Alto, Calif.

Oct. 16-22—Fifth International Congress on High Speed Photography, sponsored by the Society of Motion Picture & Television Engineers. Sheraton-Park Hotel, Washington, D.C.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 20—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

Oct. 23-26—Central Canada Broadcasters Assn. annual meeting, Montreal, Que.

Oct. 25-26—Engineering section, **Central Canada Broadcasters Assn.,** King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 3-4—Ohio Assn. of Broadcasters fall convention. Columbus Athletic Club, Columbus, Ohio.

***Nov. 5-6—Missouri Broadcasters Assn.,** Lennox Hotel, St. Louis.

Nov. 13-16—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Nov. 14-16—Broadcasters' Promotion Assn, annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

***Nov. 18—California Broadcasters Assn.** annual meeting, Fresno.

***Nov. 25-27—National Assn. of Television & Radio Farm Directors** annual meeting, Conrad Hilton Hotel, Chicago.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

***Nov. 30-Dec. 3—Sigma Delta Chi** national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of SDX executive council Dec. 4.

JANUARY 1961

***Jan. 8-12—National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York City.

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

***Jan. 21-22—Ninth annual Retail Advertising Conference,** Palmer House, Chicago.

FEBRUARY

Feb. 1-3—Winter Military Electronics convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La Cienega Blvd., Los Angeles 35, Calif. Convention will be held in Biltmore Hotel, that city.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D.C.

APRIL

***April 6-8—Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

ORAS N

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Sept. 5-9, 12-14 (11-11:30 a.m.) **Price is Right,** part.

Sept. 5-9, 12-14 (12:30-1 p.m.) **It Could Be You,** part.

Sept. 5 (10-11 p.m.) **Murder and the Android,** Purex through Edward H. Weiss.

Sept. 6 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Sept. 7, 14 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Sept. 9 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drug through Grey Adv.

Sept. 9 (10-11 p.m.) **Moment of Fear,** Lever through Sullivan, Stauffer, Colwell & Bayles.

Sept. 10 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

Sept. 10 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

Sept. 10 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Sept. 11 (conclusion of baseball game to 6:30 p.m.) **National Singles Tennis Championships,** sust.

Sept. 10 (9:30-10:30 p.m.) **World Wide '60,** sust.

Sept. 11 (8-9 p.m.) **Music on Ice,** sust.

Sept. 11 (9-10 p.m.) **The Chevy Mystery Show,** Chevrolet through Campbell-Ewald.

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference, Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

The Stars Shine Brightest On

WPEN

The Feature Station Of The Nation

These—and many more—are all 5 minute feature programs. WPEN continues to provide leadership in programming . . . just as we have always provided leadership in sales results.

We Were First To Introduce These Features — Another Reason Why

WPEN MAKES THINGS HAPPEN in PHILADELPHIA

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta

THE CONSOLIDATED SUN RAY STATIONS **WPEN** - *Philadelphia;* **WSAI** - *Cincinnati;* **WALT** - *Tampa*

MONDAY MEMO

from **NORTON W. MOGGE,** *president, Atherton Mogge Privett Inc., Los Angeles*

How radio boosts sales for Seven-Up

All advertising media are good.

I say that quite often and I firmly believe it, although I sometimes have trouble convincing media people that I do, especially when I've just rejected a proposal that a particular medium is just what the doctor ordered for each and every one of our agency's accounts.

But, while all media are good, how good they are for an individual product or service depends on how carefully they are selected to do the job the advertiser wants done and how effectively they are used. Buy them all and you scatter your shots too widely to ever create a strong selling impression anywhere.

Be Dominant ■ That's true even for most national advertisers and it's doubly true for the regional advertiser with a comparatively modest budget. For him, the best strategy is to be big and dominant in one medium and to let the others go by the boards.

Take one of our clients, the Seven-Up Bottling Co. of Los Angeles. In its market area, Los Angeles and Orange counties in Southern California, surveys show Seven-Up the beverage found in most homes. Distribution is excellent. A hard-hitting driver-sales force covers the trade most effectively from one end of the territory to the other.

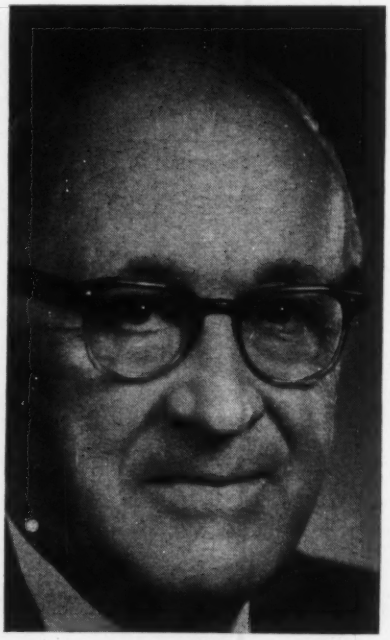
At the national level, Seven-Up is advertised by the parent company (headquartered in St. Louis) with outdoor posters, television (mostly participations in well known national shows), magazines and certain other special publications. All of this advertising has a heavy circulation in the Southern California area.

Spots and Sports ■ For the local effort, Seven-Up Bottling Co. of Los Angeles concentrates on radio, mostly 10-second and 30-second spots, but with some programs, chiefly special sports events. Seven-Up Bottling has sponsored the Rams-Redskins *Times* charity football game in August of each year, as well as the All-Star Pro Bowl game in January, also a charity event, on Los Angeles radio stations.

These radio sportscasts tie in with another sports activity of the company, the Seven-Up Youth Foundation, which provides uniforms and equipment for boys' junior baseball teams. More than 650 teams of the Little League, Pony League, Babe Ruth and Park & Recreation circuits benefit from this program. And the youth foundation work has led to more radio for Seven-Up in local broadcasts of Little League games.

But chiefly, Seven-Up goes in for spots, some as long as 60-seconds, but the trend is strongly to 10-second commercials. These are placed by our media director, Jane Leider, on leading Los Angeles area radio stations in conjunction with news and weather reports, sports commentaries (Bob Kelley's *Parade of Sports* has carried Seven-Up spots since 1957) and programs of various kinds, including John McShane's after-midnight *On Til Dawn* show.

In the last year radio spots have been used on a greater scale than previously. Again, it is our aim to dominate with many short messages. The number of spots now runs, on the average, between 150 and 300 a week. Add sports programs, news broadcasts and time signals and it is easy to see that radio is the dominant medium in the Seven-Up plan of advertising.



Agency veteran "Nort" Mogge is known as a food marketing specialist. For 13 years he has been president of Atherton Mogge Privett Inc. and its predecessor, Mogge-Privett Inc. Before that he spent 13 years with J. Walter Thompson Co. in Seattle and Los Angeles, first having worked for four years with Lord & Thomas in San Francisco. After graduation from Michigan State U., Mr. Mogge worked for Sunkist Growers, Northwestern Fruit Exchange, Meredith Pub. Co. and California Prune Industry before entering agency field.

Good Neighbor Policy ■ Dominance is not the only advantage radio has to offer. Radio is a personal medium, an all-the-time medium. It goes with the listener from room to room at home and away from home in the car, at the beach and practically every place else. And it gives the advertiser a chance not merely to be a fellow traveler but a friendly, helpful companion. To a product like Seven-Up, whose consuming public includes virtually every individual of all ages, both sexes and every size and shape, this is a great advantage.

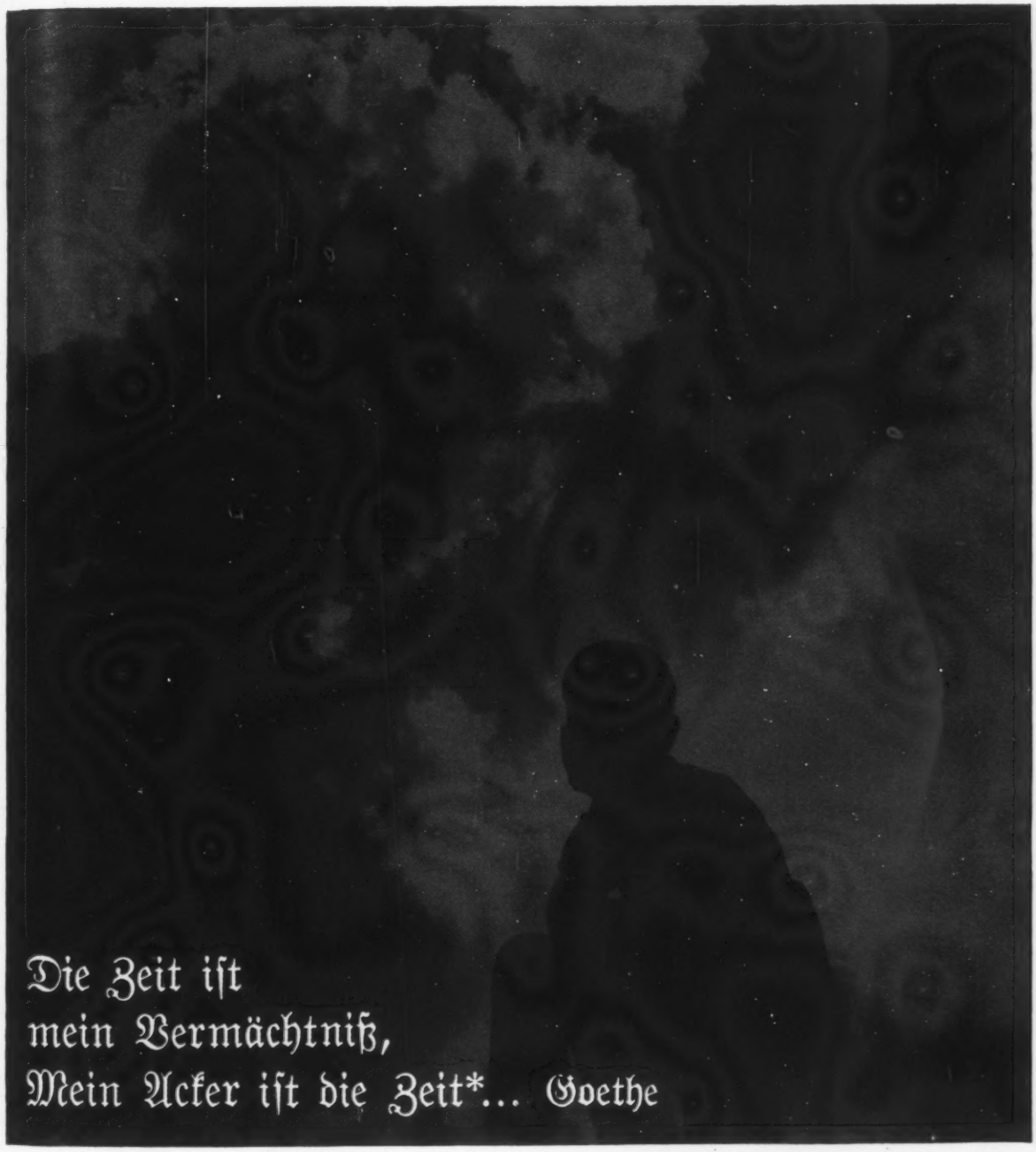
During the late night hours, Seven-Up has been encouraging wakeful listeners to John McShane to pay back a helpful neighbor by nominating him—or more probably her—as "Neighbor of the Month." Every month since March, a hi-fi set has been sent to some good Samaritan because of a letter about his good deeds sent to John McShane. Each month the writer of the winning letter also has received a hi-fi set. The five Good Neighbor runners-up (the five letter writers) were each presented with five cases of Seven-Up each month.

Get Out & Vote ■ After six months the Good Neighbor mail is starting to slack off, so we're switching to another tack and launching a "Be sure to vote" drive. Radio permits a sponsor like Seven-Up to show good citizenship as well as neighborliness in a way that people appreciate and at a cost such an advertiser can afford.

I wish I had some glowing tale of how a single radio announcement or program sold a million cases of Seven-Up overnight. But I haven't. We don't go in for radio specials that would make it possible to segregate sales produced by radio from those of other media used to advertise this bottled beverage, whose packaging does not lend itself to box-top offers.

What we have done, as I hope I've made plain by now, is to use radio to remind people as many times a day as the budget will permit that Seven-Up is a good soft drink and that if they try it they'll probably like it.

We in the agency, as in top management of the Seven-Up Bottling Co. of Los Angeles, believe that the policy of making radio the dominant medium for Seven-Up has achieved the desired results. And the year-by-year increase in Seven-Up sales in Los Angeles and Orange counties since we began majoring in radio is pretty convincing evidence that we're right.



Time is the universal property. Man shares it alike with the animate and the inanimate. It is a dimension in which he participates only, and the measure of his effectiveness is history.

As a medium of communication, that portion of *Time* which we share most immediately with our community is of particular import to us. From Baltimore, WBAL-TV shares daily in the *Time* of some 2,570,500 men, women and children who constitute the Maryland Market. From Baltimore, WBAL-TV participates in the same *Time* dimension as nearly 700,000 television households that exist at this *Time* within our coverage area. From Baltimore, WBAL-TV makes it possible for more members of our community to experience more in, of and from *Time*, more immediately, with more people, than any other medium of communication.

"*Time* is my estate . . ." the philosopher says. It is yours, too, and ours. In Baltimore, you can participate in *Time* wisely through the facilities of WBAL Television 11. The history of our sales success is the measure of our effectiveness.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

**Time is my estate, to Time I'm heir . . . Goethe*

MICHIGAN'S
UPPER PENINSULA
IS EASILY AVAILABLE
NOW

The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television
WPBN-TV — Traverse City
WTOM-TV — Cheboygan

One Rate Card

Covers 25 Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich *Northern Michigan*

Reach the MOST homes with P B N *

7000 MORE Homes Reached Than Sta. B. (M-F, Noon-6 PM)
1900 MORE Homes Reached Than Sta. B. (M-F, 6 PM-Mid.)
2800 MORE Homes Reached Than Sta. B. (Sat. 6 PM-Mid.)
1900 MORE Homes Reached Than Sta. B. (Sun. 6 PM-Mid.)

* ARB (March, 1960)

OPEN MIKE®

Magnet of attention

EDITOR: Thanks for sending me those extra reprints of the article in BROADCASTING of July 25 on which I have had a lot of embarrassingly flattering comments [OUR RESPECTS TO, page 97].—*Leo Burnett, Leo Burnett Co., Chicago.*

No opera at 4 a.m.

EDITOR: If possible, would you please send me 20 reprints of your article reporting on my study of the Los Angeles broadcast schedules? The article ["So you can't get opera at 4 a.m."] appears on page 60 of your issue of Aug. 15 . . . —*James A. Brown, S.J., U. of Detroit, Detroit.*

[Reprints are available, 5¢ each.—THE EDITORS.]

End of the 'soaps'

EDITOR: Your article ("Era ends as soaps leave radio," page 27, Aug. 22) re the photo at the bottom of the page which shows Frank and Anne Hummert. Isn't one of the "unidentified" men (second from left) actually Karl Swenson who in those hey days of the soaps played Lord Henry Brenthrop on *Our Gal Sunday* (CBS) and the title role on *Lorenzo Jones* (NBC) and has since left the radio circles of New York to appear in the movies out here in Hollywood?

I enjoyed that story very much and recall nearly all of those 45 or so soap operas that were on the air back in 1940. I think it should be mentioned also that Chicago was the "soap opera city," in that the majority of the daytime serials originated from the windy city.—*Doug Cramer, Cramer Productions, Los Angeles.*

Yearbook helps to sell

EDITOR . . . Your Yearbook is an excellent ready reference of . . . stations . . . Our Engineering Dept. wears thin the copy we normally get each year and I am hoping to get an additional copy of the Yearbook for use in the Sales Dept.—*W. H. Jaeger, Bird Electronic Corp., Cleveland.*

[The new Yearbook number will be published later this month and will be available at $4 per copy.—THE EDITORS.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

WTHI-TV
the
Number One
single station
market
in
America!

WTHI-TV is a single station market of 217,400 TV homes.

An advertising dollar on WTHI-TV delivers more TV homes than many dollars in a multiple station market.

CBS TELEVISION

WTHI-TV
CHANNEL 10
TERRE HAUTE
INDIANA

Represented by THE BOLLING CO.

NOW AVAILABLE FOR REGIONAL AND LOCAL SPONSORSHIP

The hard-hitting, no-punches-pulled story of a police undercover agent who walks the TIGHTROPE between life and death!

Right off a successful run on the CBS-TV Network, TIGHTROPE is ready to win its biggest audiences yet!

During its network run, against one of television's top-ten programs, TIGHTROPE boosted its time period share of audience 45.4%—going from a 26.4% share in September to a **first-place** 38.4% in May.*

Now, this exciting series is ready to put your station up in front of its competitors!

TIGHTROPE

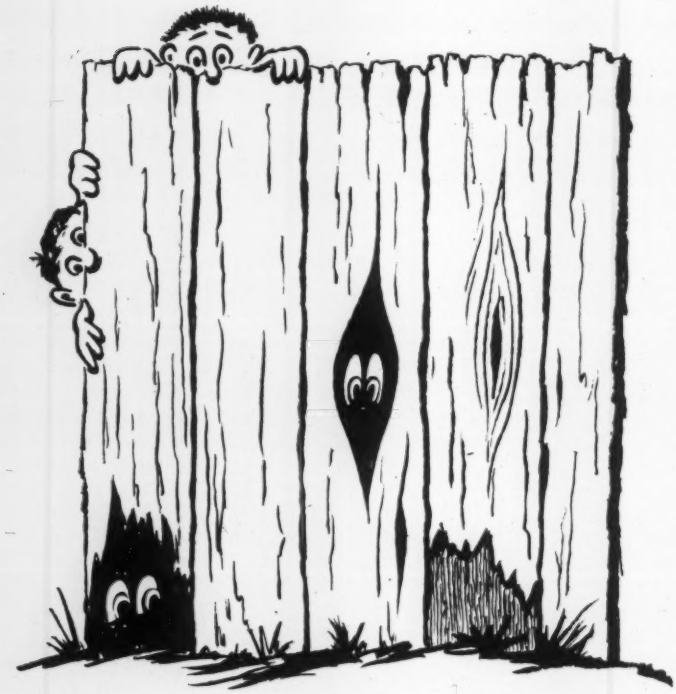
Starring **MIKE CONNORS**
the most appealing new male personality in years

37 half-hour films available immediately.
For details, contact

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK • DETROIT • CHICAGO • HOUSTON • HOLLYWOOD • ATLANTA • TORONTO

* Source:
Nielsen Television Index,
October 1 (September 29, 1959 telecast)
and June 1 (May 31, 1960 telecast)

Ever Have The Feeling That Someone Is WATCHING You?



WE Have It ALL THE TIME!

And both "Dr. *Nielsen" and "Dr. *ARB" say it's not a psychosis, but a FACT!

We're being watched seven days a week by the MAJORITY of TV viewers in the rich Rochester, New York, area! — By folks who can afford to BUY your product!

*Nielsen Survey, April 10, 1960 Rochester Metropolitan Area.

*ARB Report, March, 1960 Rochester Metropolitan Area.

CHANNEL 10

ROCHESTER, N. Y.

(WVET-TV • WHEC-TV)

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EDITOR AND PUBLISHER ..... Sol Taishoff
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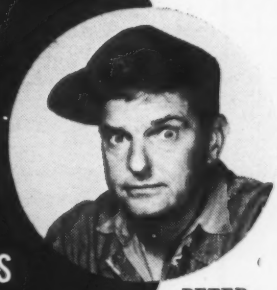

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"The Day The Devil Hid"

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JUST OFF THE NBC NETWORK...NOW AVAILABLE FOR LOCAL AND REGIONAL SPONSORSHIP

For the second straight year, The Quaker Oats Company has bought the re-runs of this outstanding series in 20 Western markets. **THE AWARD THEATRE** was originally presented on the NBC network as the Emmy Award winning "Alcoa-Goodyear Theatre."

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

September 5, 1960

Vol. 59 No. 10

NOW SHAPING UP: 1961-62 SEASON

1960-61 schedules haven't begun but tv networks are already blocking out shows to be seen a year from now

The first important network decisions and plans for 1961-62 programming are under way a full year ahead of the season's start, promising some—but no major—changes in regularly scheduled tv program fare a year from now.

Networks and producers, and in some cases the major agencies, are already engaged in the preliminary process of screening properties and ideas and earmarking those that appear to hold promise.

Each of the networks is planning far in advance of the point reached at this time a year ago. All are working hard on 1961-62 planning, even though the 1960-61 season has not yet begun.

The main impetus for this stepped-up planning is the increasing competition among the networks for the most desirable production talent and ideas available. Into this scramble has been injected the rising trend toward more pilot financing by the networks. This pressure has served to activate program executives' travel to and from Los Angeles, heart of tv film making.

Major production companies—including such firms as Screen Gems, Four Star Television, Metro-Goldwyn-Mayer, MCA-Revue, Desilu, Ziv-United Artists Tv, Warner Bros. and 20th Century Fox, which together are responsible for most tv film packaging—are reported to be in the active stage in preparing material for the 1961-62 season.

Finished Pilots ■ Some pilots already have been made. Four Star has a pilot on a new series, *The Freshman,* that stars Gertrude Berg. Screen Gems has completed a pilot on *Trouble at his Heels,* featuring Robert Sterling, and has several series in the works, as has Four Star.

An executive for one of the major tv film houses, who only last week returned to New York after a lengthy stay in Hollywood, reported that "network teams" were scouting all producers, learning what production talent is available and what is exclusively tied to individual companies. This information is necessary to network decisions on pilot financing.

Most executives agree that the buying season for 1961-62 will lag behind program preparation. But product should be well worked out—and in many cases with a working agreement among network, producer and advertiser—once the buying season does begin.

A cross-section of major agencies was checked by BROADCASTING last week on the status of 1961-62 season planning. These included J. Walter Thompson, Young & Rubicam, McCann-Erickson, N.W. Ayer, Grey Adv. and Cunningham & Walsh.

The agency consensus: For the 1961-62 season, programming will be assembled much earlier than ever before. Some of the agencies appeared to be closer to working deals than were others. The agencies agreed, however, that clients cannot buy this early, that most do not buy from scripts, and a few agency executives felt emphatically that the buying season will continue to fall within the "normal" February-April period.

More of Same ■ On the whole, program planners among the networks, agencies and production firms do not anticipate a radical shift in program popularity in 1960-61. Here's how prevailing opinion runs among the program experts:

There'll be a reversal in position of action-adventure to westerns. Action-adventure shows should take the lead, with westerns showing a slight decline but

The busy program chiefs of television networks

ABC-TV's MOORE

NBC-TV's LEVY (CENTER)
(With Tom McDermott [l] and Dick Powell of Four Star)

CBS-TV's KATZ

What holdovers from this year to next?

How many of the programs in the television networks' upcoming fall nighttime schedule will be around a year from now?

If the past year's experience is any clue, about 40% won't be. And about 60% of this fall's 46 new series will not see a second season.

The relationship of survivors to casualties is the subject of an internal study by McCann-Erickson's M-E Productions, made available to BROADCASTING last week.

Fifteen new programs—programs that were new last season—are being held over. Of these, nine appear in a Top 40 ratings list based on Nielsen reports for the period June 6-Aug. 7 (McCann-Erickson says the summer months' viewing statistics usually average out proportionately to about what they are during the January-February period of more intensive viewing).

Twelve shows that were new in 1959-60 made this Top 40 list. Of these, the three that will not be renewed—*Mr. Lucky* and *Tightrope* on CBS and *Alaskans* on ABC—are felt to have benefitted from strong time periods to which they did not bring enough audience appeal of their own. The only other Top 40 show not renewed, the veteran *Father Knows Best*, was dropped because star Robert Young left the program.

The 15 new-in-1959 programs renewed for this fall are the nine in the June-July Top 40—*Untouchables, Detectives, Twilight Zone, Hennesey, June Allyson Show, Rebel, Adventures in Paradise, Dobie Gillis* and *Dennis the Menace*, listing in order of June-July ratings—and *Hawaiian Eye, Deputy, Bonanza, Laramie, Riverboat* and *Take a Good Look*.

Other renewals for 1960-61 include 21 oldtimers in the Top 40 list and 25 other programs which were off the air for the summer—including Jack Benny, Red Skelton, Garry Moore, Perry Como and Dinah Shore—or for other reasons did not make that Top 40. In all, 61 programs were renewed, 41 were dropped.

It was pointed out that 1959-60's "new" programs fared slightly better than new programs in prior years. The 15 that survived from 1959-60 to 1960-61 compared with 12 new entries held over the year before and 10 the year before that. Of the top-rated 36 shows renewed this fall, 21 have been on the air at least three seasons.

firmly in second place. Situation comedy ought to run a very strong third but the point is being reached where only the very strong shows in this category will make it.

This is the way some of the leading network, agency and production officials capsuled their views:

At ABC-TV ■ Current planning has an estimated 16 shows in various forms of development, some 10 of these to be carried through to pilot and 6 or 7 of the 16 expected to obtain a berth in the 1961-62 schedule.

Thomas W. Moore, vice president in charge of tv network programming and talent, compares advance planning to the staging of a bomb run—modifications in the plan are made while the attack is in progress. At present, the network is "talking to everybody in the business;" some commitments already have been made and in general pilots should be turned out earlier than in past experience.

ABC-TV expects some "turnover"; in Warner Bros. shows by 1961-62 and already is in agreement with the studio on "program developments." There are also commitments on pilots with Desilu Productions, Metro-Goldwyn-Mayer, 20th Century Fox and Four Star Television, and the network expects a few more this month. ABC-TV anticipates a programming commitment with Walt Disney Productions, indicating that the Disney-NBC-TV talks will not entail exclusivity. From experience, it's assumed three-fourths of the pilots committed will be given a production go-ahead.

It's too early, in Mr. Moore's opinion, to detect absolute 1961-62 trends in program types, though some new straws in the wind include consideration of cartoon series of the calibre of *Flintstones* (Screen Gems' entry on ABC-TV next season) and possible concentration on the one-hour situation comedy. He sees no radical changes, noting that program trends are gradual. "Creativity is a slow process, one that takes time."

ABC-TV officially announced last winter that it is developing a tv series —a half-hour weekly program with a working title of *The Great Barnum*.

At CBS-TV ■ It is estimated that a third of the 25 projects CBS has in various stages of development for the 1961-62 season will be committed for pilot production. The projected programs fall in a broad range of types, the weeding-out process to take place as the upcoming 1960-61 season gets underway and trends are analyzed.

These projects—in outline or script form—include both hour-long and half-hour formats, according to Oscar Katz, CBS-TV's programming vice president. Staff and outside producers are at work on outlines, the network retaining the right to go to script or to drop the project.

CBS-TV already has "assembled" material with Screen Gems, Metro-Goldwyn-Mayer and Four Star Television. Commented Mr. Katz: network program executives have been traveling coast-to-coast "for months."

At NBC-TV ■ David Levy, vice president in charge of programs and talent, estimated NBC-TV has about 10-12 properties "going into script" for the 1961-62 season. Half of these may be brought along to pilot stage.

As yet none is being produced, but NBC-TV has several properties for which pilots were made in the 1960-61 season and are available for 61-62. Among them: *Three Wishes*, a half-hour comedy (Diane Jergens, Gustavo Rojo and Wallace Ford are the stars; Robert Welch is the producer and Andrew McCullough directed the pilot); *The Avenger*, a half-hour western (starring Vic Morrow and developed by Frank Telford, an NBC program development executive); *The Blue and the Gray*, a Civil War piece of an hour length and starring Darryl Hickman and Dick Davalos (also Mr. Telford's development); *One Happy Family*, a situation comedy; *Port of Entry*, an action-adventure series, and *Barbarians*, a period adventure of an hour's length.

The network also has announced a few properties for '61-62. Among them: six classics (four already announced are "Camille," "Nana," "Jane Eyre" and "Intermezzo") which will be 90 to 120 minute dramatic colorcasts; *New York Ledger*, an hour-long drama series created by NBC's Ross Donaldson (creative services) and *Panama*, also an hour-long action-adventure series filmed in color in Central America and the Caribbean. There's been a report of a pending Walt Disney deal with NBC to take effect in the '61-62 season.

Mr. Levy said that it had become a "tortuous path" in programming with decisions which formerly were made four or five months before the season's start now being made some nine months in advance. But it's become necessary, he thought, to gain "more time" and thus enhance quality.

The NBC-TV program chief believes that the networks must break from the pattern of action-adventure and even situation comedy to a degree, and he expects this trend will have begun by 1961-62. This is the area of "credibility" toward, which, he said, the networks have been reaching. Mr. Levy

"LITTLE PEOPLE" ARE WATCHING!

Talk about reaching influentials! Every weekday, thousands of *brand-conscious* kids come to attention for WHO-TV's popular children's shows.

At mid-day the "Cartoon Town" segment (12:10 p.m.-12:40 p.m.) of Family Theatre sets the pace with No. 1 position in both homes reached and metropolitan ratings (see ARB below). And in the afternoon, the cartoon and comedy segment (4 p.m.-4:45 p.m.) of Early Show is tops in all departments.

Announcements in these popular WHO-TV shows are available at a phenomenally low cost per thousand!

WHO-TV's excellent station-time "program mix" attracts *every* segment of the Central Iowa audience morning, afternoon and night. One of America's greatest film libraries* helps get the job done!

Whether you want *little* people, *big* people or *both*, WHO-TV reaches them all in Central Iowa. Ask your PGW Colonel for specifics!

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**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.*

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ARB SURVEY

Des Moines Television Audience • June, 1960

	SHARE OF AUDIENCE — MONDAY-FRIDAY (AVERAGE PER QUARTER HOUR)			
	12:10 p.m.-12:40 p.m.		4 p.m.-4:45 p.m.	
	Total Homes	Children Viewing	Total Homes	Children Viewing
WHO-TV	59.0%	48.5%	42.1%	42.3%
Station B	33.3%	18.2%	24.8%	36.4%
Station C	7.7%	33.3%	33.1%	21.3%

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV**, Davenport

said *Outlaws*, a new entry on NBC-TV in the upcoming season, was "rooted in credibility." He thought westerns would continue as a staple form. There's room, he added, for shows which do not "look artificial with synthetic people" but deal with real people.

At Screen Gems ■ William Dozier, vice president in charge of west coast activities, Screen Gems, said: "We do not plan to submit our pilots earlier for the '61-62 season than we have done in the past. It so happens, however, that we are producing pilots early. The reason is that we have these projects ready and so we go ahead with them. For instance, we have just completed a pilot of a new series, *Trouble at his Heels*, starring Robert Sterling."

Mr. Dozier indicated that pilots will be submitted, as is usual at Screen Gems, during October, November and December. He reported that SG executives have had some discussions with agency and network officials about the '61-62 season.

Screen Gems has about 15 or 20 program series in various stages of development at this point, Mr. Dozier said. One series already has been sold but he would not reveal the buyer.

Mr. Dozier indicated he does not believe in the early showing of pilots. He observed: "You can be too early with a pilot and when it's around a while, its value is diminished."

With respect to programming trends, Mr. Dozier would say only that there would be "fewer westerns" in 1961-62. He would not elaborate on other areas. It is known that Screen Gems has several adventure series under consideration, including two with the working titles of *Tangiers* and *Macao*.

At Four Star ■ Thomas J. McDermott, executive vice president of Four Star Television, reported his company already is developing 10-12 series for the '61-62 season and that in time probably would add three or four more. But pilots will not be made of all.

Asked if he'd be showing the Gertrude Berg pilot which he acknowledged that Four Star had completed, Mr. McDermott said the firm probably would hold off until the end of February in most cases in which a pilot has been filmed early.

Mr. McDermott, who formerly was a Benton & Bowles executive, emphasized the buying season can be advanced only so far. "Few sponsors can make deals when the product is not there to see." It also is difficult for advertisers to commit monies a year in advance of the new fiscal period. He thought the buying season as usual would come after Jan. 1, the bulk of it in March, April and May.

Preliminary talks are now under way for new programming in the 1961-62 season among networks, agencies and producers, Mr. McDermott noted, with the aim two-fold: to become as knowledgeable as fast as possible and to get a "first crack"— an option or an understanding.

The Network Power ■ The networks

BROADCAST ADVERTISING

CRANBERRY HOPES PINNED TO TV

Aim of a record budget: to wipe out '59 cancer-scare setback

The cranberry industry has picked television for the top role in its effort to reinstate cranberries as popular dinner fare during the Thanksgiving-Christmas period.

An estimated 60% of the season's crop is sold in the October-December period. In these three months this year, Ocean Spray Cranberries Inc. will spend an estimated $1 million in a record tv push. The sum represents two-thirds of the approximate total advertising BBDO, New York, will bill on Ocean Spray in the cranberry season.

Television plans encompass:

■ A spot campaign that will run in flights in the nation's top 50 markets.

■ An "experimental" special hour it will sponsor on NBC-TV: "Story of a Family" in the 7:30-8:30 p.m. period on Nov. 17 in the pre-Thanksgiving week.

The cranberry growers' campaign will put tv to a unique test because that medium has been selected to carry the brunt of advertising designed to recapture the product's primary market.

At one time, Ocean Spray, assured of its sales niche at Thanksgiving time, had advertised to broaden the purchase of canned sauce the year round. But this was before the fall of 1959, when in the middle of the peak selling season a government report nipped potential sales in the bud.

Wiped Clean ■ That report cited laboratory tests indicating a weed killer used by some growers was a possible source of cancer in rats. Result was circulation of the report in the nation's news media serving to wipe cranberries off dinner plates as restaurants deleted the food from menus and stores took cans off shelves.

Ocean Spray is a marketing organization that represents 75% of the U.S. growers who make up an estimated $40 million a year business. This year cranberry bogs are expected to bring in a bumper crop. Advertising funds are pinned to an arbitrary assessment on each barrel depending on anticipated sales.

But the record outlay this season includes additional monies placed in the coffer because of the unusual circumstances in a life-and-death struggle of an industry.

The comeback trail was staked out first in print advertising in the spring when a less ambitious four-week spring campaign touted the food as a dinner product at Easter. From this nibble at public attitudes has come the big tv bite for the fall.

An unusual history of advertising precedes the tv plunge. Ocean Spray in the 1958-59 season had been in the top 30 markets via spot television before the debacle of 1959. (The return to the grower fell from $11-12 to $7-8 per barrel, with the government forced to buttress the cranberry farmer with an estimated $10 million in grants-in-aid). The cooperative also had enjoyed a short-lived cranberry juice radio regional test designed to implant a new cranberry product on grocers' shelves and in the home. This was tested even further in television, the company then adopting a premise that tv would appear to be the cheapest, most effective and long lasting medium.

Tv Roots ■ The tentative conclusion received permanency when the cranberry people and the agency in looking at past sales found that it was precisely in the top 30 markets in which cranberries were advertised on television in 1958-59 that sales stood up the best in the ugly period last year. This underscored the "lasting" or "carry over" effects of tv.

Cranberry advertising by Ocean Spray traditionally follows a two-ply approach: foremost the promotion of cranberry sauce as a desirable food, and secondly Ocean Spray as a brand.

The media planning considers spot tv as the basic advertising vehicle backed by some print. The advertising is in two parts and there will be a set of commercials for each: (1) the sales of fresh cranberries, and (2) of canned sauces.

continue to dominate the program field. This is mainly because of the networks' financing role. The hour-long program, especially, is in the domain of the network. But many agencies now are searching diligently for new program ideas or properties for 1961-62, mostly in the half-hour form. There's a tendency for advertisers to seek an early first option on sponsorship of a show irrespective of licensing. Some agencies, however, manage to achieve the same thing through a mutual understanding with the network and the producer.

There's undercurrent talk in agency ranks of a building trend by advertisers to finance pilots not for the control or ownership of the program but for that "first option" on the series. (Should they decline the option, losses seldom are more than nominal and often fully recouped in the sales of the program to some other advertiser or to a network.)

There were some hints of speedy action by agencies on behalf of clients to wrap up properties well in advance of the general timetable. There were these comments:

Said one executive: "We are more than several months ahead in our program planning. We will see our first pilots within the next 10 days, and expect to have seen most before Jan. 1."

Another agency executive: "Our thinking on programs began before buying ended on the other (1960-61) season. We have seen 50-60 scripts for '61-62, the bulk from producers. We are at least one or two months ahead of last year's pace."

Another agencyman said: "I've seen 12 series, six in detailed synopses with another three or four episodes outlined; another six had scripts for about two episodes."

Two Big Buyers ■ N.W. Ayer and McCann-Erickson reported they have read dozens of scripts. C. Terence Clyne of McCann-Erickson noted his agency had "ideas" which amounted to perhaps a half-dozen projects of interest for '61-62, predicted a return to more live drama and musicals, less violence and more dramatic formats within filmed series and a decline in situation comedy output (after the 1960-61 season he thought the number would be cut in half).

Mr. Clyne expected to see a half-dozen pilots before the first of the year and thought the pre-seasonal activity would reach a peak in March or April.

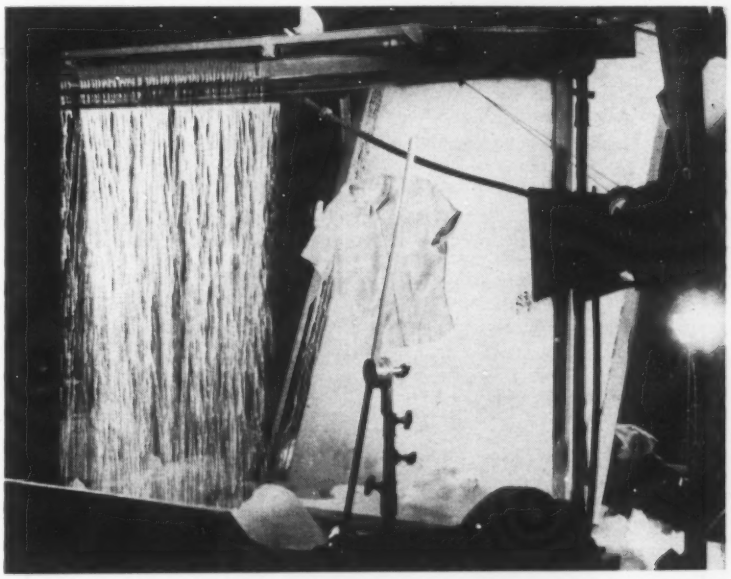
Tom Calhoun, who heads program production at N.W. Ayer, said his department had read nearly 50 scripts or synopses and by the time Warren Warner of his unit arrives in Hollywood early this month to discuss some of the more promising ones with producers, he will have studied nearly 100. Mr. Calhoun, and Joe Rines of his department, only last week returned from a trip abroad where they boned up on what's available abroad. His prognostication: pilot films will reach the market as early as November 1960 whereas in the past "it has been early February."

Fresh cranberries have never been advertised before. It'll be done this year because of the unusual drive for turnover, because of a bumper crop and a short season.

Test Panel ■ BBDO has been test paneling three different commercials for canned sauce. It's expected one of these commercials will be selected as the heavy campaigner. The three: a commercial concerned with the historical background of cranberry eating, another pointing up the product's eating as all-American, and a third (and probably the commercial to be used) which musically associates the product with freshness and wholesomeness. All advertising will make use of the Good Housekeeping seal, to emphasize in general that the product is wholesome.

In the NBC-TV special—it's to be produced and directed by Joseph Krumgold under the supervision of Irving F. Gitlin, executive producer, creative projects for NBC news and public affairs—Ocean Spray plans for an association with a program that's new and different to tv. The show is designed to make use of a "reporting" technique to tell a story of a typical American family through periods of both trouble and fortune. Actress Jane Wyatt has been signed as narrator for the series that also will touch on Thanksgiving as a family festival.

In that program, Ocean Spray intends to place 2 two-minute commercials and a pair of one-minute messages, the former commercials with "low-key sell". (Among the plans: a commercial that will use still pictures of lithographs and prints of the Thanksgiving holiday).



Pulling wool out of water ■ When a commercial calls for a waterfall, and there's not one readily available in New York, build one. Or at least, that's what Daniel & Charles decided on as a solution to a problem posed by client Woolite Inc., Los Angeles. A filmed commercial was desired that would point up the cold water rinse magical quality of soap product Woolite, a cleaner for woolen sweaters and blouses.

The agency's Lincoln Diamant, vice president in charge of tv-radio, and production firm Elliot, Unger & Elliot in New York, went to work on the problem. Finally the EU&E director Larry Goldwasser and designer Pete Johnke constructed a home-made waterfall in their studio. It included a curtain of water that on cue pulled aside on curtain traverses (at left in photo), a garment mounted on invisible glass and a continuous cascade of Woolite suds pumped through piping and down another sheet of glass.

The Woolite spot starts Sept. 12 in a 10-week crosscountry campaign that will call for saturation placement in 14 top markets. It's the first major use of spot tv by the client.

BUYERS AT THE TV NETWORKS

Data released last week by Television Bureau of Advertising

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

	June 1960	2nd Quarter 1960	Jan.-June 1960	Jan.-June 1959
Agriculture & farming	$ 216,611	$ 642,468	$1,209,095	$1,048,140
Apparel, footwear & accessories	710,217	2,916,782	4,223,212	2,824,957
Automotive, automotive accessories & equipment	3,532,204	13,115,209	26,790,359	23,073,047
Beer, wine	708,742	1,802,858	4,030,002	2,760,541
Building materials, equipment & fixtures	207,531	886,589	1,396,132	1,575,991
Confectionery & soft drinks	1,078,640	3,539,503	8,267,804	6,203,622
Consumer services	102,110	781,241	2,032,807	1,689,939
Drugs & remedies	5,704,787	18,138,660	41,587,332	35,465,054
Entertainment & amusement	—	143,517	143,517	254,901
Food & food products	8,963,886	27,343,787	57,392,516	57,555,312
Freight, industrial & agricultural development	—	54,290	247,530	235,587
Gasoline lubricants & other fuels	1,155,251	3,551,129	7,685,827	2,187,148
Horticulture	—	273,353	371,250	240,016
Household equipment & supplies	2,928,078	8,147,313	14,049,990	14,960,832
Household furnishings	357,786	1,718,609	3,329,265	1,791,151
Industrial materials	1,356,107	4,772,253	10,595,179	10,423,733
Insurance	680,773	2,828,960	5,584,611	5,133,387
Jewelry, optical goods & cameras	915,311	3,533,025	5,992,767	6,782,609
Office equipment, stationery & writing supplies	292,514	1,028,103	1,735,110	1,961,169
Publishing & media	15,940	36,590	43,904	—
Radio, tv sets, phonographs, musical instruments, accessories	289,471	1,069,408	2,118,308	2,901,374
Retail or direct by mail	—	36,792	36,792	—
Smoking materials	6,650,538	19,546,620	39,401,889	37,927,340
Soaps, cleansers & polishes	5,768,418	17,612,321	35,548,883	33,798,047
Sporting goods & toys	149,192	701,657	1,311,932	1,258,214
Toiletries & toilet goods	10,469,953	28,039,751	56,099,021	51,995,107
Travel hotels & resorts	79,961	269,152	765,173	715,062
Miscellaneous	578,109	1,805,731	4,245,145	3,888,934
TOTAL	$52,912,130	$164,335,671	$336,235,352	$308,651,214

ESTIMATED EXPENDITURES
TOP 15 NETWORK COMPANY ADVERTISERS
June 1960

1. Procter & Gamble	$4,715,527
2. American Home Products	2,832,114
3. Lever Bros.	2,443,877
4. Colgate-Palmolive	2,040,601
5. General Foods	1,692,611
6. R. J. Reynolds Tobacco	1,463,970
7. Gillette	1,208,707
8. Philip Morris	1,206,467
9. General Motors	1,197,923
10. Sterling Drug	1,107,441
11. Texaco	1,017,080
12. Brown & Williamson	1,013,124
13. National Biscuit	949,743
14. American Tobacco	929,775
15. National Dairy Products	897,589

ESTIMATED EXPENDITURES
TOP 15 NETWORK BRAND ADVERTISERS
June 1960

1. Dristan	$796,215
2. Anacin tablets	790,845
3. Texaco (general promotion)	762,810
4. Crest tooth paste	667,148
5. Winston cigarettes	652,634
6. Phillies cigars	595,919
7. Salem cigarettes	519,394
8. Gleem tooth paste	514,325
9. Bayer aspirin tablets	483,918
10. Chevrolet passenger cars	452,640
11. Pall Mall cigarettes	445,890
12. Colgate dental cream	437,455
13. Kent cigarettes	436,320
14. Tide	434,406
15. Bufferin	411,931

ESTIMATED EXPENDITURES
TOP 25 NETWORK COMPANY ADVERTISERS
SECOND QUARTER 1960

1. Procter & Gamble	$12,506,267
2. American Home Products	8,365,411
3. Lever Bros.	6,840,605
4. Colgate-Palmolive	5,856,924
5. General Foods	5,183,500
6. General Motors	5,131,783
7. R. J. Reynolds Tobacco	4,190,939
8. Sterling Drug	3,957,891
9. Philip Morris	3,201,998
10. Gillette	3,163,387
11. Texaco	3,006,100
12. Ford Motor	2,916,546
13. Brown & Williamson	2,842,789
14. General Mills	2,773,835
15. American Tobacco	2,733,461
16. National Biscuit	2,658,916
17. Liggett & Myers Tobacco	2,644,903
18. Kellogg	2,418,209
19. Bristol-Myers	2,376,510
20. Chrysler	2,341,180
21. National Dairy Products	2,204,134
22. Miles Lab.	2,165,031
23. S. C. Johnson & Son	2,155,441
24. Alberto-Culver	2,089,789
25. Bayuk Cigars	1,884,072

ESTIMATED EXPENDITURES
TOP 25 NETWORK BRAND ADVERTISERS
SECOND QUARTER 1960

1. Anacin tablets	$2,357,830
2. Dristan	2,183,068
3. Texaco (general promotion)	1,988,181
4. Phillies cigars	1,874,692
5. Winston cigarettes	1,721,234
6. Bayer aspirin tablets	1,652,813
7. Pall Mall cigarettes	1,559,402
8. L & M cigarettes	1,346,409
9. Tide	1,323,187
10. Gleem tooth paste	1,288,459
11. Salem cigarettes	1,280,931
12. Crest tooth paste	1,253,071
13. Chevrolet passenger cars	1,227,800
14. Bufferin	1,220,579
15. Marlboro cigarettes	1,201,511
16. Camel cigarettes	1,188,774
17. Phillips milk of magnesia	1,179,472
18. Viceroy cigarettes	1,064,639
19. Ford passenger cars	1,034,066
20. Allstate Insurance Co.	1,001,685
21. Prudential Insurance Co.	998,420
22. Armstrong's floors & walls	997,787
23. Nabisco cookies	994,746
24. Kent cigarettes	948,897
25. One-A-Day vitamin tablets	944,646

LNA-BAR: Gross Time Costs Only

Agency App'tments

■ Campbell Soup Co., Camden, N.J., appoints Leo Burnett Co., to handle advertising for its Swanson frozen foods and heat-processed products (about $1.5 million billings), terminating its relationship with Tatham-Laird. Burnett already handles Campbell's tomato juice, frozen soups and Franco-American products. (Other Campbell agencies remain unchanged: BBDO for heat-processed soups; Needham, Louis & Brorby for pork & beans and V-8 Cocktail vegetable juices.)

■ Sweet-Orr & Co., N.Y. (Work clothes, industrial uniforms and boys pants), by mutual agreement has terminated relationship with Kastor Hilton Chesley Clifford & Atherton Inc., N.Y., effective Sept. 1. Move was taken to allow agency to solicit competitive account, which had not been named as of last Friday.

■ H.F. Ritchie Co., a subsidiary of the Beecham Group Ltd., of England, appoints Kenyon & Eckhardt, N.Y., to handle marketing of Macleans toothpaste in the U.S.

■ General Foods Ltd names Young & Rubicam Inc., Toronto, for Canadian advertising of Gaines Gravy Train dog food, which will be introduced in Canada this fall.

■ Wilson Sporting Goods Co., Chicago, appoints Campbell-Mithun, that city, to handle its advertising effective Nov. 1. Roche, Rickard & Cleary, which handled account, will continue to service Wilson's Ideal dog food, Wilson's B-V and other products. Campbell-Mithun was also named to handle Wilson hams, bacon, sausage, canned meats, Menu-Pak and portion-controlled meat products.

■ Veri-Kleen Products, Garden Grove, Calif., has appointed Adams & Keyes, Los Angeles, as agency for the company's line of carpet cleaners, spot removers and other household products. A Southern California tv campaign is planned for fall.

■ Admiral Corp., Chicago, appoints Henri, Hurst & McDonald, that city, to handle its commercial electronics account. Agency already handles the company's consumer and international advertising.

■ Four more Pepsi-Cola bottling companies have named BBDO as their agency. This makes a total of 16 bottlers announced as having appointed BBDO after the initial Pepsi-Cola Co. switch from Kenyon & Eckhardt to BBDO. The four companies are located in Atlantic City, Jamestown (N.Y.), Hickory (N.C.) and Wilmington, Del.

Heart of WSOC-TV's merchandising set-up is a display arrangement with 113 super markets of three key chains in the Carolinas. Other potent sales stimulators round out a support program of tremendous worth to advertisers. To sell big in America's 25th largest television homes market, use Charlotte's big new picture...use WSOC-TV.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

CAN RADIO MAKE PURITY PAY?

KYA volunteers as laboratory for survival test of ethics

KYA San Francisco is offering itself to the radio business as a test vehicle for a number of commercial practices advocated by industry leaders and/or critics. Effective Sept. 15, that Bartell Group station will institute a new 16-point policy designed to try in everyday practice points covering such things as a single rate, elimination of multiple spotting and an end to all barter, per inquiry and percentage business.

The new policy, guaranteed at the outset to last at least six months, is the brainchild of Mort Wagner, executive vice president of the Bartell Group and general manager of KYA. It carries the blessing of Bartell management as an experiment but not endorsement as a recommended policy for either other Bartell stations or other broadcasters.

Besides adopting the initial 16-point policy, KYA is trying to set up a panel of industry leaders who would analyze commercial practices and recommend adoption of other ideas. Any new idea so recommended would be guaranteed a trial of at least 120 days on the station, with a full report on the test made available to other stations. KYA plans a report on the effectiveness of its 16-point plan after six months, which it will distribute to all radio stations.

The experiment is restricted only to commercial or administrative practices, and will not involve programming. KYA is primarily a news and popular music station.

These are the 16 points going into effect Sept. 15:

1. One rate card effective no later than Dec. 15, 1960. Prior to that date a 20% deduction of Card #8 will be allowed Bay Area retail businesses with three or fewer outlets. This is in line with the recent Station Representative Assn.'s stand for a single rate (BROADCASTING, Aug. 15), except that in the interim period before the single rate goes into effect KYA will allow discounts to firms with three or fewer outlets.

2. One sales message between musical selections.

3. A maximum of 18 commercial units per hour, consisting of 14 minutes, two 10-second spots and two 20- or 30-second spots.

4. Twenty-minute protection and a maximum two sponsorships per hour for the same advertiser, unless all parties are notified and approve to the contrary. Mr. Wagner feels that two commercials per hour are enough for an advertiser to achieve saturation, and that any more than that is trying to the listener. Exceptions to this policy might be made during certain seasons—the car buying season in the fall, for example—if all advertisers concurred in the exception.

5. Time signals and temperature reports under 10 seconds in length and newscasts under 4½ minutes are not available for sale. Tacking a commercial mention onto the simple announcement of the time is an imbalance of the commercial over the service provided, Mr. Wagner feels.

6. All announcements may be fixed at the outset within a half hour. If fixed, three days' notice of change will be given if involving a plan, and one week's notice if a category purchase (AA, A, etc.). If notice to move is given, the client has 24 hours, if under a plan, and 48 hours otherwise to firm his position and pay accordingly. Mr. Wagner says this policy will combat the growing inability of advertisers to buy any but run-off-schedule positions, and still allow "plan" purchases. Under the policy, an advertiser who buys one spot in A time with another spot to go in A time if available, or to be moved into B time if not available, would be given definite positions within a half hour period. If another advertiser came along and offered to pay the full rate for the A time, the first advertiser would have 24 hours to decide either to drop to the B time or pay the full rate and retain the A position.

MORT WAGNER
Bold venturer

7. No per inquiry, percentage or barter business will be accepted, nor will orders be accepted for resale purposes.

8. No continuity designed to elicit a "call right now" response will be permitted without special approval. Approval also will be necessary to include phone numbers in continuity and to include addresses if the clients ask for an immediate "write now" response. KYA's address may never be used. All these points are being adopted to discourage "pitch" advertising.

9. KYA reserves the right to approve and/or request a change of continuity at any time.

10. Commercials may not exceed one minute or be less than 10 seconds in length.

11. All national business emanating outside the San Francisco area must be placed through both agency and national representative. This does not mean that an agency cannot actually place the business directly with the station, but that even if it does the rep will still get his commission.

12. Any addition to schedules during the protection period will carry the current rather than the protected rate

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television shows for each day of the week August 25-31 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Aug. 25	Untouchables (9:30 p.m.)	ABC-TV	18.1
Fri., Aug. 26	Twilight Zone (10 p.m.)	CBS-TV	20.2
Sat., Aug. 27	Gunsmoke (10 p.m.)	CBS-TV	21.7
Sun., Aug. 28	What's My Line (10:30 p.m.)	CBS-TV	21.8
Mon., Aug. 29	New Comedy Show (10 p.m.)	CBS-TV	17.6
Tue., Aug. 30	Comedy Spot (9:30 p.m.)	CBS-TV	17.5
Wed., Aug. 31	Wagon Train (7:30 p.m.)	NBC-TV	16.7

Copyright 1960 American Research Bureau

THE MOST POWERFUL TRUCK IN THE WORLD

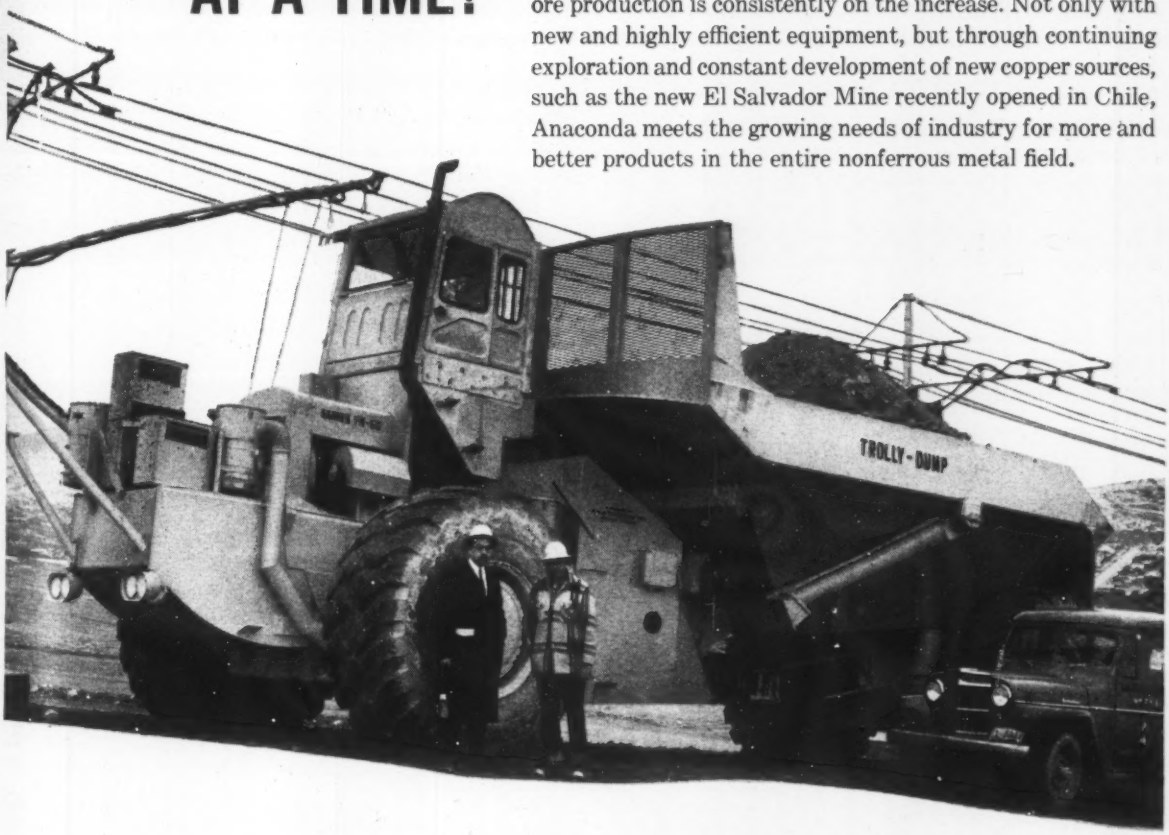
moves copper ore—

75 TONS AT A TIME!

A far cry from the miner's mule of the '80s, this new mammoth ore truck performs Herculean tasks in Anaconda's Berkeley Pit at Butte, Montana. Still in the experimental stage, the gigantic vehicle hauls ore up-grade out of the pit, 75 or more tons at a time. Designed to replace Diesel trucks with less than half the capacity, it operates electrically on special trolley wires and each of its four outsized wheels can deliver 400 horsepower, a total of 1600 horsepower—making it the most powerful truck in the world. Without a load, it can leave its trolley wires and operate on 350 horsepower supplied by its own Diesel generator.

Huge as it is, Anaconda's new truck is in proportion with the vast Butte operation. One of the richest mineral areas ever discovered, Butte has supplied industry with more than *three billion dollars in mineral wealth*. Up to 1959, more than 7 million tons of copper had been mined at "the richest hill on earth"—which has also been a bountiful source of zinc, manganese, lead, silver and gold.

Current production at Butte continues to set king-sized standards, and the new king-sized ore truck is part of a system which moves more than 28,000 tons of ore a day at the Berkeley Pit. This is just one reason why the Company's ore production is consistently on the increase. Not only with new and highly efficient equipment, but through continuing exploration and constant development of new copper sources, such as the new El Salvador Mine recently opened in Chile, Anaconda meets the growing needs of industry for more and better products in the entire nonferrous metal field.



60185A

ANACONDA®

SUBSIDIARIES OF ANACONDA MANUFACTURE: COPPER AND ALUMINUM ELECTRICAL WIRES AND CABLES; ALUMINUM FOIL, SHEET, ROD AND BARS, STRUCTURALS, TUBING AND EXTRUDED SHAPES; COPPER, BRASS AND BRONZE SHEET, PLATE, TUBE, PIPE, ROD FORGINGS AND EXTRUSIONS; FLEXIBLE METAL HOSE AND TUBING.

AIR EXPRESS... FIRST ON, FIRST OFF ...FIRST CHOICE NATIONWIDE!

AIR EXPRESS goes where the jets go. It has ever since the first commercial jetliner roared skyward. But 600 mph speed is just one more reason progressive businesses hail AIR EXPRESS as America's modern way of doing business; there are others:

Like the sure knowledge that AIR EXPRESS gets first priority treatment on all 35 of the nation's scheduled airlines. It's always first on, first off—with new loading systems tailored to the jet age, and kid-glove handling every mile of the way.

Other reasons? Dependable overnight delivery to more than 20,000 communities. Prompt pickup and delivery service by the AIR EXPRESS fleet of trucks — many radio-dispatched for maximum speed. Immediate confirmation of delivery, too, via the giant AIR EXPRESS-operated teletype network. And, in some areas, helicopter service links small airfields with major terminals.

That's why, more than ever, it pays to think fast, think AIR EXPRESS first. One phone call is all it takes to enlist the skills of thousands of AIR EXPRESS specialists — and speed your product FIRST TO MARKET... FIRST TO SELL!

AIR EXPRESS

CALL **AIR EXPRESS** DIVISION OF **RAILWAY EXPRESS AGENCY** • **GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES**

except where the station has accepted an annual blanket order. KYA regards extension of schedules as actually new business, and will insist on treating it so during protection periods.

13. Sound effects will not be accepted in live announcements. KYA is taking this step to insure quality of its commercials. It feels that if sound effects are to be integrated properly, without danger of slips, the commercials should be planned and produced on tape in advance.

14. Newscasts and announcement purchases may not be combined frequency discounts. This practice, fairly common in the industry, prevents an advertiser from getting a more favorable rate for the high-priced newscast purchase by buying a number of lower-priced regular spots.

15. KYA has AFTRA and IBEW contracts and will assess production costs accordingly.

16. Live copy may not exceed 135 words for a 1-minute commercial, 60 words for a 30-second commercial, 40 words for a 20-second commercial and 15 words for a 10-second commercial.

In addition to the 16 enumerated policies, the station notes that all programming must conform to laws of the U.S. and California, regulations of the FCC and Federal Trade Commission and the Radio Code of the NAB. KYA also reserves the customary right to preempt any advertiser's programming for important public messages or announcements, or if it is determined the best interest of the public is not being served.

Mr. Wagner notes that KYA does not decry any policies which run contrary to the ones it is adopting for the experiment, but simply wants to give new policies a chance for a practical test. Whether or not any of the 16 points will be maintained at KYA beyond the six-month test period will depend on "acceptance," Mr. Wagner says. If they prove economically sound, they'll stay. If they don't, KYA says it won't be because they weren't given a chance.

KM&G opens Houston office for Gulf Oil

Ketchum, MacLeod & Grove, Pittsburgh, last Thursday (Sept. 1) opened a new office in Houston to continue advertising and related service to Gulf Oil Corp. which is moving its marketing operations to the Texas city. Last year Gulf Oil spent more than $2.6 million in radio-tv spot and network television.

George Ketchum, agency president, also announced that executives transferring from Pittsburgh to Houston are Donald A. Colvin, who will head advertising operations; Stanley Kail, advertising account executive; H. Dale Henderson, who will be in charge of public relations activity in Houston, and W. Kerr Wilson, public relations account executive.

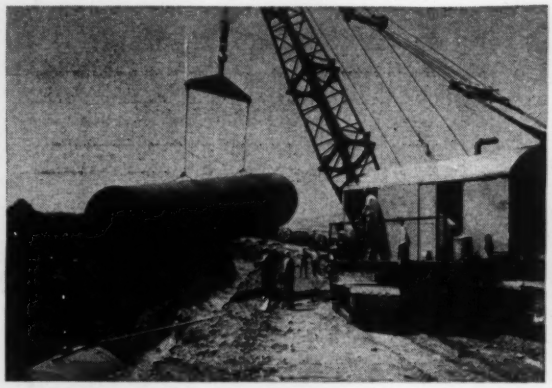
The Houston operation—at 1205 Holman Ave.—is the third new office opend by KM&G in the past four years. Others are in New York and Washington. The 37-year-old agency also reported that its 1959 billings in all media were $29.9 million.

Business briefly

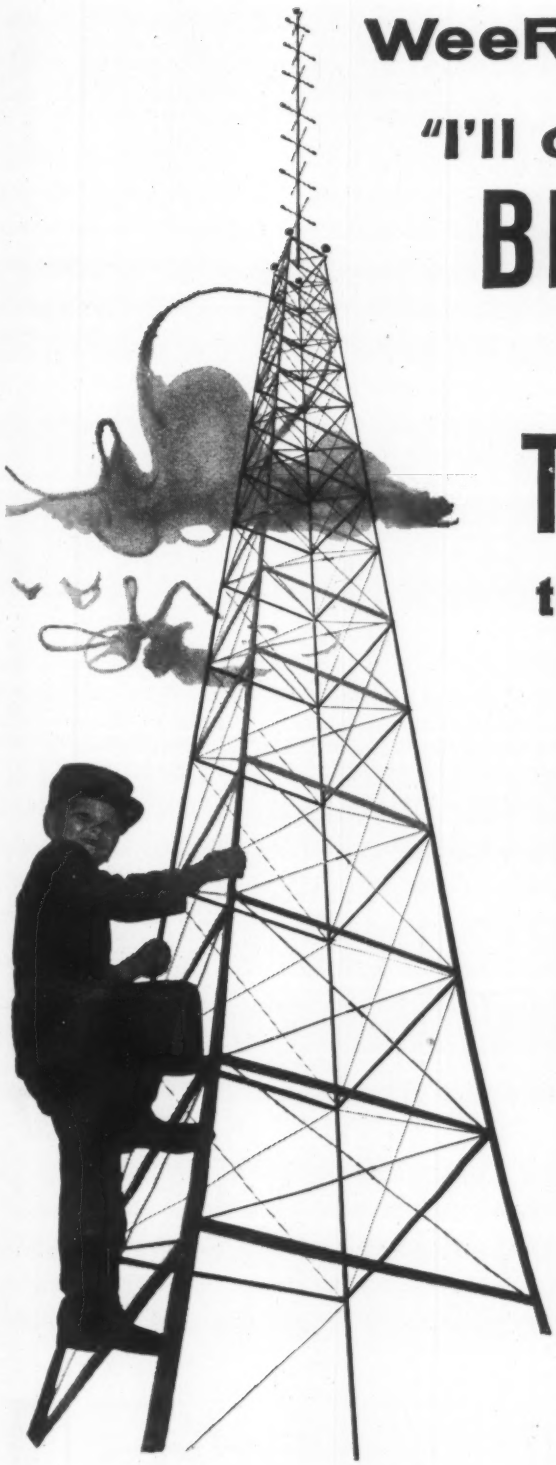
Alpha and Omega ■ ABC-TV last week announced sponsorships of pregame and post-game shows to be seen this fall with telecasts of NCAA football. General Mills Inc. (Knox Reeves) and Bristol-Myers Co. (Doherty, Clifford, Steers & Shenfield), starting Sept. 17, will sponsor *College Football Scoreboard*, which will be presented immediately following conclusion of each Saturday afternoon game. Sports broadcasters Jim Simpson and Bob Wolff, both of Washington, D. C., will give summaries of college football games with scores and highlights. Union Carbide (William Esty) and Willard Storage Battery (Meldrum & Fewsmith), starting Sept. 24, will back *College Football Time*, a series of 12 football features immediately preceding NCAA telecasts. Sports broadcaster Chris Schenkel will m. c. the 15-minute programs, on 11 Saturdays, Sept. 24-Dec. 3 and on Thursday Nov. 24.

Throws to Rizzuto ■ Mennen Co. (men's grooming toiletries and baby care products), Morristown, N.J., purchased sponsorship of CBS Radio's *Sports Time* with Phil Rizzuto (Mon.-Sat. 6:55-7 p.m. EDT) for 65 weeks beginning today (Sept. 5). The long-term buy is a key play in Mennen's extensive advertising and promotion plans involving the former New York Yankee shortstop. Agency: Warwick & Legler, N. Y.

This week ■ Miles Labs (for Alka Seltzer and other products), Elkhart, Ind.,



Steel scenes ■ Two new U. S. Steel Corp. institutional tv commercials will make their premiere on the *U. S. Steel Hour* (CBS-TV) in September, one on the use of steel in school construction (Sept. 7) and the other on specially designed pipe for aqueducts in supplying communities with water (Sept. 21). Both commercials have this in common: they run 2½ minutes long, were filmed outdoors by Transfilm-Caravel via agency BBDO. The school message (picture at right) tells viewers, "More and more schools like these are being built. They are practical and efficient, as well as beautiful." The commercial will be placed on the season opener *U. S. Steel Hour* (CBS-TV) on Sept. 7, an institutional message by the steel company that salutes school openings while pointing out the use of steel in school construction. In the second institutional commercial, (picture at left) a crane lowers aqueduct pipe in place (in pipe trench). The commercial explains that the pipe is specially designed and of high strength weighing over eight tons. When the pipe is cement mortar-lined and coated, the sectional weight is increased to some 21 tons, it is further explained.



WeeReBeL says:

"I'll climb a BRAND NEW TOWER to bring WRBL-TV more coverage!"

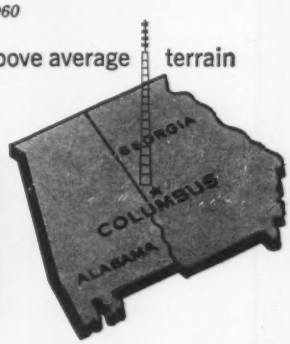
WRBL-TV will soon beam to its prime Southeastern market from a new tower more than twice its current height above average terrain. At the same time WRBL-TV will switch from channel 4 to channel 3*. The combination of the new tower and new channel will boost WRBL-TV's total Grade B audience to more than 193,895 television homes in 55 counties of Georgia and Alabama!

And when you consider that the Columbus Metropolitan Area *alone* is Georgia's second largest market with the highest per family income in the state, it's easy to see why Columbus and WRBL-TV are "sound buys" in the marketing plans of more and more top companies!

Call Hollingbery for choice availabilities.

**Target date is September 15, 1960*

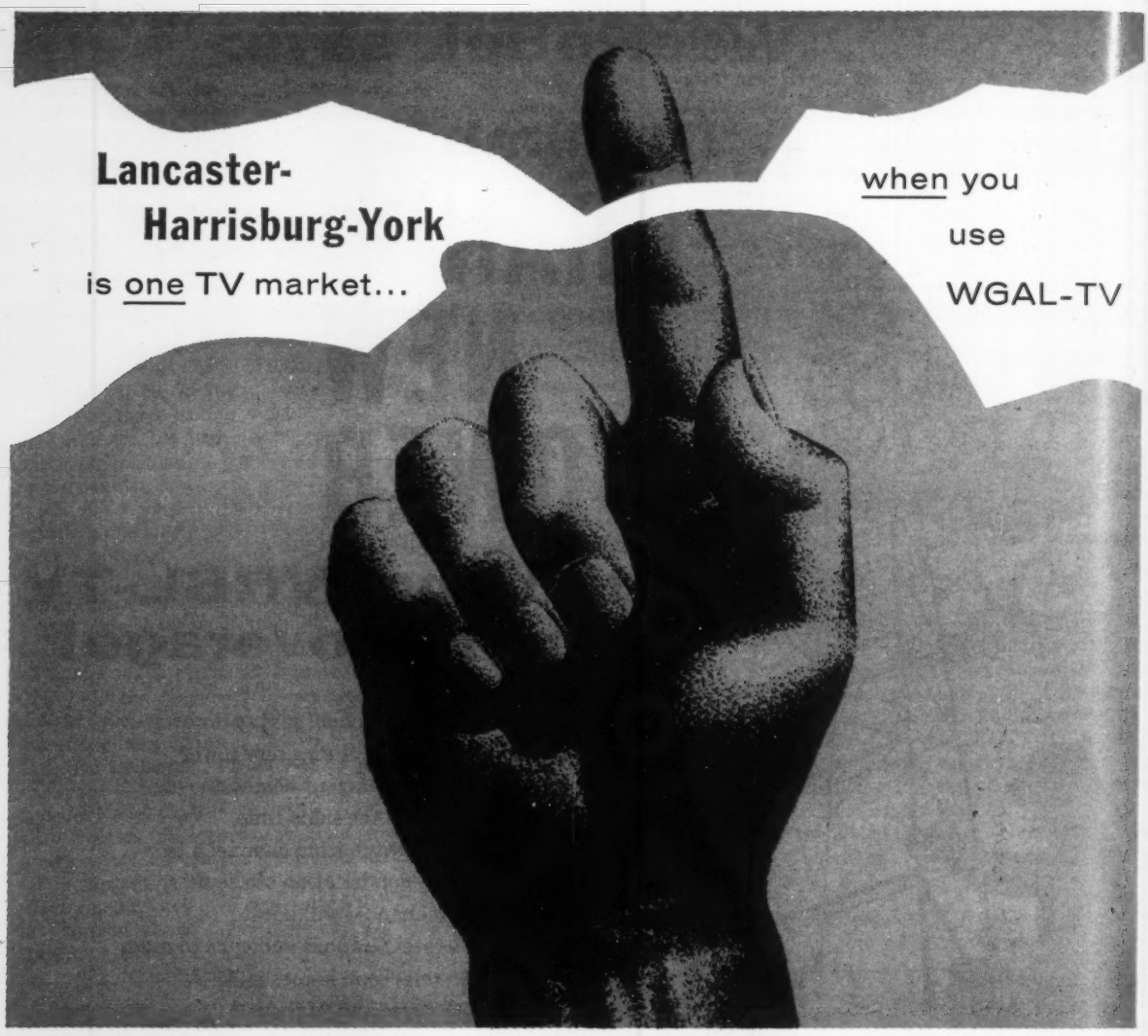
1293′ above average terrain

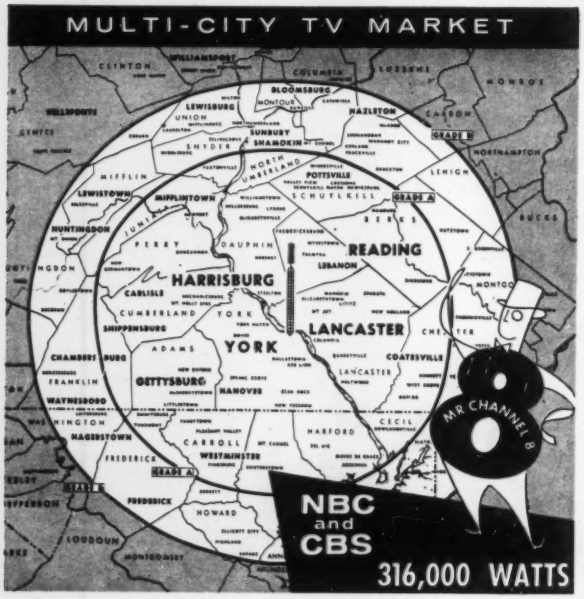


COLUMBUS, GEORGIA

WRBL CBS TV Channel .. 3

Represented by George P. Hollingbery Company





WGAL-TV

In addition to being the first choice of viewers in these three metropolitan markets, WGAL-TV is the number one station in Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

is buying a schedule of one-minute spot announcements in about 90 key markets starting this week. Agency Wade Adv. Inc., Chicago.

Keep it green ■ Prior Products Corp., N.Y., will use eight-second animated comic strips created by Animated Productions Inc., N.Y., to boost national introduction this month of its new product "Instant Tint-A-Green Lawn Treatment." No agency has yet been named to handle placement of the tv spot campaign, but it's reported that by the end of September, virtually all U.S. cities will have had two or three exposures to the spray product that turns brown grass green. Spot radio is also being considered for broadcast share of $100,000 ad budget total.

World Series wrapups ■ Goodyear International, subsidiary of Goodyear Tire & Rubber Co., Akron, Ohio, signed for sponsorship of World Wide Broadcasting System's quarter-hour evening wrapups of the 1960 baseball World Series, which will be transmitted to a network of Latin American radio stations by WRUL New York.

Fall campaign ■ Ex-Lax Inc., Brooklyn, N.Y., will enter 50 markets for a 13-week tv spot run starting about Oct. 1. Agency: Warwick & Legler, N.Y.

Network bow ■ American Photocopy Equipment Co., Evanston, Ill., will start its first network tv program sponsorship Sept. 25 as co-sponsor (with Kemper Insurance) of NBC-TV's *Chet Huntley Reporting* (Sun. 5:30-6 p.m. EDT). Agency: Irving J. Rosenbloom & Assoc., Chicago.

Nov. 8 date ■ The Philco Corp., Philadelphia, and The Mennen Co., Morristown, N.J., have agreed to co-sponsor election night (Nov. 8) coverage on ABC Radio. Agencies: Maxwell Assoc., Bala Cynwyd, Pa. (Philco); Warwick & Legler, N.Y. (Mennen).

PULSE

TOP 20 NETWORK PROGRAMS

Tv report for May 31-June 15

1. Wagon Train	29.2
2. Gunsmoke	28.4
3. Untouchables	25.7
4. Have Gun, Will Travel	25.6
5. Ed Sullivan	25.5
6. 77 Sunset Strip	24.1
7. Perry Como	23.7
8. Danny Thomas	23.1
9. Perry Mason	22.9
10. Father Knows Best	22.6
11. Red Skelton	22.3
12. Garry Moore	21.6
12. Jerry Lewis	21.6
13. Dinah Shore	21.4
14. What's My Line	20.6
15. Mr. Lucky	20.5
16. Alfred Hitchcock	20.2
17. Hawaiian Eye	20.1
17. Real McCoys	20.1
18. Happy	19.8
18. Price Is Right	19.8

Copyright 1960, The Pulse Inc.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Aug. 7

TOTAL AUDIENCE†

Rank	No. homes (000)
1. Republican Convention-NBC	15,956
2. Gunsmoke	15,594
3. Republican Convention-CBS	12,972
4. Wagon Train	12,430
5. Have Gun, Will Travel	12,385
6. 77 Sunset Strip	11,300
7. Untouchables	10,984
8. Armstrong Circle Theater	10,441
9. California All Star Rodeo	9,899
10. I've Got a Secret	9,718

Rank	% homes
1. Republican Convention-NBC	35.3
2. Gunsmoke	34.5
3. Republican Convention-CBS	28.7
4. Wagon Train	27.5
5. Have Gun, Will Travel	27.4
6. 77 Sunset Strip	25.0
7. Untouchables	24.3
8. Armstrong Circle Theater	23.1
9. California All Star Rodeo	21.9
10. I've Got a Secret	21.5

AVERAGE AUDIENCE‡

Rank	No. homes (000)
1. Gunsmoke	14,419
2. Have Gun, Will Travel	11,255
3. Wagon Train	9,582
4. 77 Sunset Strip	8,814
5. Untouchables	8,724
6. I've Got A Secret	8,633
7. Price Is Right-8:30 p.m.	8,543
8. What's My Line	8,362
9. Happy	8,046
10. Armstrong Circle Theater	7,820

Rank	% homes
1. Gunsmoke	31.9
2. Have Gun, Will Travel	24.9
3. Wagon Train	21.2
4. 77 Sunset Strip	19.5
5. Untouchables	19.3
6. I've Got A Secret	19.1
7. Price Is Right-8:30 p.m.	18.9
8. What's My Line	18.5
9. Happy	17.8
10. Armstrong Circle Theater	17.3

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

Copyright 1960 by A.C. Nielsen Co.

VIDEODEX

Top 10 NETWORK PROGRAMS

July 5-11, 1960

Rank	% homes
1. Gunsmoke	28.7
2. Ed Sullivan	26.1
3. Untouchables	25.8
4. Have Gun, Will Travel	25.7
5. Wagon Train	25.5
6. 77 Sunset Strip	24.6
7. Miss Universe	24.4
8. Alfred Hitchcock	23.9
9. Perry Mason	23.4
10. Comedy Spot	23.2

Rank	No. homes (000's)*
1. Gunsmoke	12.500
2. Ed Sullivan	11,300
3. Untouchables	10,900
4. Have Gun, Will Travel	11,200
5. Wagon Train	11,100
6. 77 Sunset Strip	10,500
7. Miss Universe	10,500
8. Alfred Hitchcock	10,300
9. Perry Mason	10,100
10. Comedy Spot	10,000

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* (Listed in sequence of rating level from first table)

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Armstrong Circle Theatre (CBS-134): Armstrong Cork (BBDO), Wed. 10-11 p.m. alt. weeks.

California All Star Rodeo (CBS-162): Carter Products (SSC&B), Fri., Aug. 5, 8:30-9:30 p.m.

Perry Como (NBC-151): Kraft (JWT), Wed. 9-10 p.m.

Father Knows Best (CBS-155): Lever Bros., Scott Paper (both JWT), Mon. 8:30-9 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Happy (NBC-146): Kraft (JWT), Wed. 9-9:30 p.m.

Have Gun, Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Hawaiian Eye (ABC-168): Carter, American Chicle and Whitenall (all Bates), Ritchie (K&E), Wed. 9-10 p.m.

Alfred Hitchcock (CBS-182): Bristol-Myers (Y&R), Sun. 9:30-10 p.m

I've Got a Secret (CBS-197): R.J. Reynolds (Esty), Bristol-Myers (DCSS), Wed. 9:30-10 p.m.

Jerry Lewis (NBC-154): Timex (D&P), May 27, Fri. 8:30-9:30 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Mr. Lucky (CBS-171): Lever (OBM), Brown & Williamson (Bates), Sat. 9-9:30 p.m.

Garry Moore (CBS-160): S.C. Johnson (NLB) and Pittsburgh Plate Glass (BBDO) alternating in first half, Kellogg (Burnett) and Polaroid (DDB) alt. in second, Tues., 10-11 p.m.

Real McCoys (ABC-148): P&G (Compton), Thurs. 8:30-9 p.m.

Price Is Right (NBC-158): Lever (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

Republican National Convention (CBS-190): Westinghouse (Grey, M-E, KM&G), Mon.-Thurs., July 25-28.

Republican National Convention (NBC-160): Lipton Tea (SSC&B), Cowles Magazines (M-E), Brown & Williamson (Bates), B.F. Goodrich (BBDO), Bristol-Myers (DCSS), Field Enterprises (KM&J), RCA (JWT). Mon.-Thurs., July 25-28.

77 Sunset Strip (ABC-174): American-Chicle, Whitehall (both Bates), R.J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Dinah Shore (NBC-180): Chevrolet (C-E), Sun. 9-10 p.m.

Red Skelton (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas (CBS-202): General Foods (B&B), Mon. 9-9:30 p.m.

Miss Universe (CBS-174): P&G (Grey), July 9, Sat. 10:30-12 p.m.

Untouchables (ABC-127): Liggett & Myers (M-E), Warner-Lambert (L&F), Seven-Up (JWT), Luden's (Mathes), Armour (FCB), Lewis Howe (M-E), Carnation (EWRR), Thurs. 9:30-10:30 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty), National Biscuit Co. (M-E), Wed. 7:30-8:30 p.m.

What's My Line (CBS-147): Sunbeam (P-P), Kellogg (Burnett), Sun. 10:30-11 p.m.

who?
what?
where?
when?
why?
and how!

You

should buy 20-second announcements and IDs

on the five CBS Owned television stations

during the prime evening hours

because you'll reach 31% more homes than with the same schedule on the second (Network B) stations... 34% more than on the third (Network C) stations.

No question about it. Call CBS Television Spot Sales.

SOURCE: Latest (June) ARB, Sunday through Saturday; 7:30-11 pm in New York, Philadelphia and Los Angeles, 6:30-10 pm in Chicago and St. Louis; average of homes delivered by the CBS Owned stations versus the other network-programmed stations in the same five markets.

STATIONS: WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. Operated by CBS Television Stations, A Division of Columbia Broadcasting System, Inc.

DEBATES SET; TIMEBUYING BEGINS

Campaign buying will be built around four free network hours

Purchases of political radio and tv time, stalled by pre-Labor Day uncertainty, will get under way this week at Democratic and GOP campaign headquarters in Washington.

Two factors that had delayed planning are now out of the way.

First, a schedule of "Great Debates" between Nixon and Kennedy has been agreed on by the parties and networks.

Second, formal opening of intensive mass-influencing efforts had awaited passing of Labor Day.

Timebuying officials at Democratic headquarters (Guild, Bascom & Bonfigli) and at the GOP Washington offices (Campaign Assoc.) had long since completed preliminary strategy and had been sitting on their hands awaiting the debate schedule announced Aug. 31.

Now the professional agency executives can get on with their booking, with the slide rules and charts due for a heavy workout.

GOP Strategy ■ Republicans will start working on a schedule of nighttime half-hours of paid network time. This slate will speed up as the campaign progresses. Buying of five-minute day and night segments at the tail-end of network features will speed up but the plans for spot tv are still uncertain. Democratic officials were reluctant to discuss specifics, insisting they couldn't set up definite buys until the debate schedule was settled.

A tipoff on the heat of the campaign planning came Sept. 1 when Herb Klein, Vice President Nixon's news secretary, announced the GOP candidate would leave his hospital bed Sept. 12 to visit four widely-separated cities in one day, and then continue to travel 9,000 miles through 14 states coast-to-coast before Sept. 17, end of the first campaign week.

The jet schedule includes Baltimore, Indianapolis, Dallas and San Francisco the first day. The Sept. 14 itinerary, for example, will start at Milwaukee and move to Atlantic City, N.J., Roanoke, Va., and Omaha, Neb.

The GOP will send an advance crew to all cities to help radio and tv stations arrange coverage, if they desire. When the GOP candidate visited Atlanta Aug. 26, for example, a WLWA (TV) pooled pickup was made available to a special network that was said to have reached a heavy percentage of the state's radio and tv homes.

Similarly Democratic headquarters is working on arrangments for Sen. Jack Kennedy and his teammate, Sen. Lyndon Johnson.

At the moment there is no central source of information on time buys by the numerous local and special groups supporting the separate presidential candidates.

The Debates ■ An important feature of the Great Debate schedule is that it will include only two face-to-face debates, judging by planning at the weekend. These will take place in Chicago, Sept. 26, and New York, Oct. 21.

Question was raised over the fact the Oct. 21 debate will occur two weeks before election day. Democrats had indicated they would accept dates closer to the election. Informal Republican comment suggested the party planners wanted to use broadcast time during the final fortnight under their own rules. The GOP appeared to be placing importance on an election eve broadcast by President Eisenhower.

An Oct. 13 Nixon-Kennedy appearance will be of a panel nature, with possible use of a split screen. Oct. 8 is tentatively the fourth date for a debate-panel broadcast. Here an important factor is ABC-TV's commitment to the Washington - Stanford football game, starting at 4:45 p.m., New York time. It was anticipated an effort would be made to advance game time for a Nixon-Kennedy panel.

All joint appearances of the candidates will be radio-tv simulcasts on all three tv and all four radio networks. Pooling arrangements will be worked out as well as production plans, probably by drawing lots. Networks have informally indicated willingness to permit feeds to non-affiliate stations at normal pickup points.

The Price of Service ■ What will all this cost the networks? It was anybody's guess at the time the schedule was approved. One guess was $1.5 million. CBS tentatively placed an estimate of $450,000 on its out-of-pocket loss in time and pre-emptions. ABC gave a figure of $625,000. NBC hadn't supplied a figure by Sept. 1.

An important phase of the debates is the non-sponsorship angle. The networks agreed not to sell the time to advertisers but they made it quite clear this is only an exception. They insist on the right to make public-service programs available to sponsors.

The debate programs will run without interruption, even for station breaks. Hence there will be no opportunity, under the agreed-upon format, for affiliates to sell time between the start and windup of the programs.

Special Coverage ■ Network planning for separate campaign features is making some progress. NBC-TV is scheduling eight special Huntley-Brinkley reports on Saturdays, 9:30-10:30 p.m. These definitely will be sponsored. NBC-TV and Longines-Wittnauer Watch Co. were putting final touches, it was reported, on plans for the series,

Already plenty of political exposure

A total of 36.9 million or 81.6% of all U.S. television homes watched the Republican national convention on tv at some time during the four-day sessions, July 25-28, A.C. Nielsen Co. reported last week. The average viewing home watched the proceedings for 7 hours 32 minutes. During any minute of the 17 hours of coverage, an average of 12.9 million homes was tuned in.

These figures lagged behind the all-time record set during the July 11-15 Democratic convention. The Democratic sessions, which lasted five days and covered more hours per day, attracted 38.7 million different homes (86% of all U.S. tv homes) which averaged 9 hours 38 minutes of convention viewing during this week.

Republican convention telecasts ranged from 27.7 million to 29.9 million different homes per day. High audience point was nominee Richard M. Nixon's acceptance speech on July 28, which was seen in 17.2 million homes (Democratic nominee John F. Kennedy's acceptance speech was seen in 17.6 million). President Eisenhower's July 26 address, with 16.7 million homes, had the second largest tv audience of the GOP convention. Average nightly tune-in represented 29% of all U.S. tv homes at any given minute.

Nielsen's figures for both Republican and Democratic conventions reflected continental U.S. audiences only, excluding Alaska and Hawaii.

BEAMED
BEAMED TO BUYERS
TO BUYERS
BEAMED TO BUYERS!
People buy what they see, and they see it on KTBS-TV in Shreveport. What these people see are pictures of the finest quality. What they hear are sounds of truest tone. What's more, close-up of KTBS-TV power reveals a big broad coverage over four states (1,361,300* people and still growing) that brings sales (they spent $1,337,264,000* in 1959). No wonder time buyers look to KTBS-TV where people buy. It's the bright spot for spots in the Southwest.
*Sales Management, July 10, 1960
KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA
E. Newton Wray, Pres. & Gen. Mgr. Represented by THE KATZ AGENCY, INC.

starting Sept. 17 and continuing through Nov. 5.

Four would be moderated by the Huntley-Brinkley team and four by Frank McGee, NBC newsman. The first and final episodes, moderated by Mr. McGee, would offer reviews of the campaigns to date and use live, tape and film reports. Huntley-Brinkley would put the spotlight on views and activities of the candidates. Longines-Wittnauer's agency is Victor A. Bennett Co., New York.

Westinghouse Electric Corp., as part of its big convention-election package on CBS-TV, will sponsor nine half-hour campaign reports titled *Presidential Countdown*. These will feature CBS newsmen with Walter Cronkite in charge. The first eight will be Mondays, 10:30-11 p.m., starting Sept. 12. The last will occur Friday, Nov. 4, 9:30-10 p.m. Travelers Insurance is sponsoring an entertainment series, *Actuality Revue*, of prior presidential campaigns. This feature is slated Oct. 24, 8:30-9:30 p.m.

ABC-TV is scheduling eight *Campaign Roundup* programs. Candidates Kennedy, Nixon, Johnson and Lodge have been invited to appear individually for interviews with ABC newsmen. On programs without candidates, ABC will offer reviews of preceding week's developments, regional reports, film clips of speeches and similar material, with Bill Shadell as anchor man. Other ABC newsmen to appear will be Quincy Howe, Edward P. Morgan, John Rolfson, Paul Harvey, Al Mann and William Winter. Dates now slated are Sept. 17, 24 and Oct. 1, 7:30-8 p.m.; Oct. 8, 8-8:30 p.m.; Oct. 15, 7-7:30 p.m.; Oct. 20, 10:30-11 p.m.; Oct. 28, 8-8:30 p.m.; Nov. 3, 2:30-3 p.m. The network is negotiating for a series sponsor.

Mutual's *World Tonight* (Mon.-Fri., 8:05-8:30 p.m.) is devoting each Friday broadcast, starting with the conventions and continuing through post-election Friday, to a documentary wrapping up the week's political developments. This is part of the convention election package bought by Oasis cigarettes.

Debate Dates ■ The joint network announcement Aug. 31 on the debates said it was agreed the two presidential candidates will appear jointly on all tv and radio networks Sept. 26, Oct. 13 and Oct. 21, with "tentative consideration" being given to Oct. 8 as a fourth date.

It noted the opener Sept. 26 will be a face-to-face meeting originating in Chicago, 9:30-10:30 p.m. (EDT), with domestic policy as the topic. The final program on the series on Oct. 21 will deal with foreign policy, the candidates meeting face-to-face in a New York studio.

"The remaining two programs will be in a news panel discussion format," it was explained but no details had been worked out at the time.

"It was agreed that the programs will have no sponsoring organizations," the statement said, adding that the programs will originate in network studios without studio audiences.

Network representatives at the Wednesday conference were John Daly, for ABC; Sig Mickelson, for CBS; William R. McAndrew, for NBC, and Steve McCormick, for MBS. Taking part on behalf of Sen. Kennedy were J. Leonard Reinsch, Kennedy-Johnson communications advisor, and Ted Sorenson, Sen. Kennedy's legislative assistant. Vice President Nixon's representatives were Fred Scribner, Jr., undersecretary of the Treasury; Ted Rogers, tv-radio consultant-producer, and Herbert Klein, news secretary.

The Great Debate idea first began to assume definite shape last May when the networks testified before a Senate Commerce subcommittee considering legislation to seize eight hours of prime time from networks for use of candidates. The legislation, of course, died quickly (BROADCASTING, May 23).

At the time the networks themselves made separate proposals. David C. Adams, NBC senior executive vice president, offered eight one-hour *Meet the Press* broadcasts in prime Saturday evening time, six to include appearances by Democratic and Republican nominees. Dr. Frank Stanton, CBS Inc. president, offered eight exclusive one-hour telecasts in prime time for debates and discussions. Oliver Treyz, ABC-TV president, suggested each major network offer three prime periods with largest audiences on a rotating basis for nine weeks for use by two major candidates.

■ Political sidelights

■ One of the first independent stations to ask coverage rights to the great debate series was WMGM New York. Arthur M. Tolchin, executive vice president-director, wired the presidential candidates the station would like to carry the series.

■ KEX Portland, Ore., Westinghouse Broadcasting Co. outlet, invited the candidates for six national and local offices to appear in a series of face-to-face radio debates. The broadcasts would be unsponsored. Dr. Charles M. White, of Portland State College, would serve as moderator. Invitations were sent by Herbert L. Bachman, KEX general manager.

■ WKCW Warrenton, Va., is taking a private presidential poll, offering listeners a $100 cash award for selecting the winner. Ties will be broken on a vote basis.

■ Nat Welch, Alabama businessman, has been named special representative for the 1960 Dollars for Democrats Drive. He will contact state chairmen around the nation. Mr. Welch for six years was vice president in charge of sales at Orr Industries, tape manufacturer now part of Ampex Corp.

■ WJPS Evansville, Ind., has asked 30 Indiana radio and tv stations to join in a verbal vote survey. Verne Paule, general manager, said the poll will begin Sept. 22 and stations will interview voters by tape recording. The weekly composite will be sent to Mr. Paule for statewide tabulation. First results will be announced Oct. 3. Tabulations will reflect percentages for presidential and gubernatorial candidates. WJPS has used the technique in past campaigns.

■ Leonard H. Marks, Washington communications lawyer, has taken leave of absence from his firm, Cohn & Marks, to devote full time working on the staff of Democratic vice presidential candidate Lyndon B. Johnson. Mr. Marks, before he entered private practice, was an assistant general counsel of the FCC. Mr. Marks worked for Sen. Johnson's nomination as the Democratic presidential candidate before the Los Angeles convention in July.

■ WJIM-TV Lansing, Mich., invited opposing candidates for governor and U.S. senator to appear in a series of debates in the three weeks immediately preceding the election. Harold Gross, president, proposed to set aside three half-hour periods of prime time for each set of candidates.

■ Four-minute beeper phone reports and air-mail tape reports on addresses to be delivered by Vice President Nixon and Sen. Kennedy in Atlantic City, N.J., Sept. 15 and Sept. 21, respectively, will be supplied to stations wishing them by Resort Radio Productions, Atlantic City. Mr. Nixon will address the National Federation of Republican Women and Sen. Kennedy will speak to the Steelworkers' Union.

■ Rep. Alvin M. Bentley (R-Mich.), vice president and one-third owner of WKNX-AM-TV Saginaw, Mich., won the Republican nomination for the Senate in the Michigan primaries. His Democratic opponent in the November election will be incumbent Patrick V. McNamara. WKNX-AM-TV also has been granted ch. 9 at Alpena, Mich., on a conditional basis (BROADCASTING, Aug. 1) and is an applicant for an am station at Houston, Tex., on 1070 kc with 10 kw.

Jewelry design by BELLOCHIO — Dallas

From pencil sketch to exquisite finish, only the brilliance of the precious gems outshines the quality reflection of the master jewelry designer.

When this same "quality touch" is possessed by great television and radio stations, the all-important quality reflection shines in many ways!

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

radio & television · dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

In 1960-61 the

Greatest POWERHOUSE of

will make Channel Eleven "TREASURE

SOUTHERN CALIFORNIA'S FAVORITE TV PERSONALITIES

PAUL COATES
Top TV Journalist—Emmy-winner. Exclusively on KTTV in L.A.

JIM HAWTHORNE
"Weather Eyes" now has new laugh-builder, "Funny World."

MEL JASS
Great new selling personality from Minneapolis-St. Paul.

JACK LA LANNE
nationally-famed health culturist is the morning rage in Southern California.

DON LAMOND
Hosts early-evening hour loaded with new THREE STOOGES comedies.

GEORGE PUTNAM
26 years in news—10 years "Mr. News" in L.A.

SHERIFF JOHN ROVICK
After 3100 telecasts, a lunchtime institution in Southern California.

BILL WELSH
At the helm and on camera for KTTV at every major L.A. event since 1951.

JACKSON WHEELER
Old pro gives new twist to sports each week night.

VINCE WILLIAMS
Creating excitement and heartthrobs with daytime "Newsbreaks."

DENNIS DAY

THE BROTHERS BRANNAGAN

PHIL SILVERS

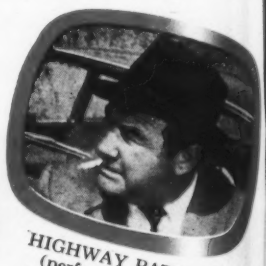
SINCERELY, MARIA PALMER
(charming, confidential and brand new)

TIGHTROPE

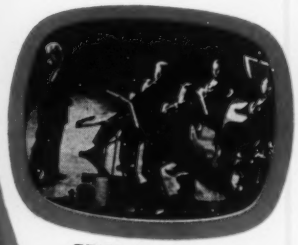
TRACKDOWN

MR. MAGOO

HOW TO MARRY A MILLIONAIRE



HIGHWAY PATROL
(perfect magnet for late-evening audience now stripped at 11 PM)



GREAT MUSIC FROM CHICAGO

THREE STOOGES

PONY EXPRESS

ROYAL CANADIAN MOUNTED POLICE

NEW IDEAS...NEW SHOWS...NEW

PROGRAMS in KTTV history

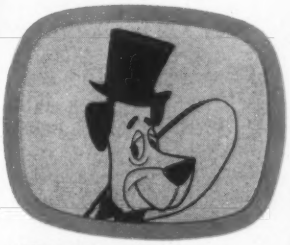
EYE-LAND" in Southern California

DIVORCE COURT

SEA HUNT
(fifth advertiser-owned show choosing KTTV during past 10 months)

RESCUE 8

OPEN END



HUCKLEBERRY HOUND

MEET McGRAW

SHERIFF OF COCHISE
(now slotted 6 PM Mon.–Fri.)

26 MEN

CIRCUS BOY

U.S. BORDER PATROL

QUICK DRAW McGRAW

JOHNNY MIDNIGHT

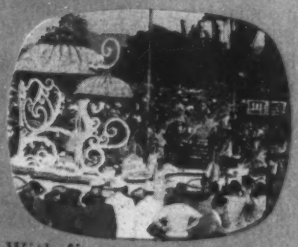
DEPUTY DAWG

TWO FACES WEST

TOWN HALL PARTY
(now in its 7th year)

ALWAYS FIRST WITH EVENTS THAT MEAN THE MOST

The KTTV planned year-round sports package gives fans most comprehensive sports coverage of all—including USC-UCLA football, top golf, basketball, track and other events.



With five or more stations covering Tournament of Roses Parade, KTTV traditionally gets biggest audiences . . . by nearly 2 to 1 over the second station.

Rough duty for Bill Welsh at the Long Beach International Beauty Congress, biggest special event in all Los Angeles television—a KTTV exclusive.

When the fans look for their beloved Dodgers on television, where do they find 'em? Naturally—KTTV!

FACES...ON KTTV... *See your Blair man!*

A Division of Times-Mirror Broadcasting Company • 5746 Sunset Boulevard, Los Angeles 28

NOW IT'S OLD NEWSREELS

Three 5-minute series meet with success as popularity of information shows rises

The current demand for informational-type programming on tv is sparking an interest in daily five-minute shows edited from newsreels of yesteryear. Three distinct program series of this type already are on the market, and more than 110 sales have been completed to date.

This programming trend started to take shape early this year when Richard B. Morros Inc., New York producer, in association with Hearst Metrotone News, created and produced *Almanac Newsreel,* which now is sold in more than 87 markets. Several months later, the Sherman Grinberg Film Libraries Inc., New York, which has access to footage from several newsreel organizations, fashioned *Greatest Headlines of the Century,* which has been bought in 56 markets. Earlier this summer, Pathe News Productions, New York, created *Milestones of the Century,* and the series is scheduled to be aired in 21 markets, starting in early September.

Both *Almanac* and *Greatest Headlines* are being distributed by Official Films, New York, while *Milestones* is handled by Cinema-Vue Corp., New York. Programming is designed for showing 365 days a year.

Richard B. Morros, who produces *Almanac* and is credited with conceiving the notion of editing old newsreels for use into tv programming fare on a regular basis, attributes their popularity largely to "the present climate for programs of information, which can help explain the events of today." He noted that stations buying five-minute newsreel programs on a library basis may be interested in scheduling them as public service efforts, but are finding they are suitable for sponsorship, particularly by institutional-type advertisers. Reports filtering back to Mr. Morros from stations indicate that banks and other financial institutions and local gasoline companies are active advertisers.

Greatest Headlines and *Milestones* both treat one significant news story in a five-minute episode. *Almanac* devotes each segment to one outstanding news event of a specific date—Pearl Harbor, on Dec. 7, for example. The series are offered to stations on a library basis for unlimited use. Stations tend to slot them before or after their regular newscasts, though Mr. Morros indicated that some stations reported they are reducing their feature film time by five minutes to accommodate *Almanac* in late afternoon or late evening time. He added that some stations run the program as many as four times a day, starting with early morning through late evening.

"The Big Three" ■ This sequence from *Almanac Newsreel* catches the three leaders—Stalin, Roosevelt and Churchill—at the Yalta conference.

A reprieve

The "soap opera" programs aren't dead—not yet. Charles Michelson Inc., N.Y., producer-distributor of radio shows, announced last week he has acquired U.S. rights to *Portia Faces Life* and *Life Can Be Beautiful,* from their owners. CBS Radio sounded the death knell to its "soapers" several weeks ago (LEAD STORY, Aug. 22). Mr. Michelson noted that he has held the foreign rights to these series and others, and regards the present time as "propitious" for their distribution to local stations. He reported he has received more than 35 inquiries from stations. Mr. Michelson said he has acquired scripts and is having the programs produced in Australia. In addition, he is preparing for U.S. distribution of other radio serials including *The Clock, Famous Jury Trials, The Hidden Truth, Squad Room, Official Detective* and *Sherlock Holmes.*

Olympics coverage is complicated by variety

Seventeen foreign tv and radio companies from 58 nations are on the scene of the XVII Olympic Games in Rome feeding immediate reports of the athletic events back to their respective countries.

Theodore Trancu, Rome correspondent for Wide World Information Services, New York, last week described such seemingly complicated operations as (1) the Eurovision Network which links 20 million tv sets in 18 European nations; (2) the Japanese "photogram" system, separate telephoto picture transmission with a dubbed-in sound track and (3) CBS-TV which must convert from its video tapes the 625 line Italian image into the 525 line American image, jet the tapes to the U.S., and install them on mobile video tape units for same day showing.

RAI-TV (the Italian state-owned tv company) will telecast all 95 hours of sporting events; Eurovision will telecast 60 hours and CBS 20 hours with an option to pick up special events not broadcast by either RAI-TV or the Eurovision Network.

Other statistics: 350 correspondents and commentators speaking 15 different languages; 400 Italian technicians, and 8,000 athletes.

IN WSPA-TV's GREAT MARKET AREA

PEOPLE + PAYROLLS = POWER (BUYING POWER)

Here in the Prosperous Piedmont area of the Carolinas is a mighty buying power being unleashed daily. The Owens-Corning Fiberglas plant at Anderson, S.C. (pictured above) is an example of the new industries which are making business hum in the Southern Piedmont.

New industries pouring millions of dollars into the skilled labor force of this area . . . and the increasingly high living standards of the people creates a constant demand for new products. WSPA-TV **sells** these products to an audience with a one and one half billion dollar appetite. Each new industry that locates in this rich area adds to the buying power of WSPA-TV's public . . . and more industries are coming almost daily.

WSPA-TV, with its studios in Spartanburg and transmitter on Paris Mt. (1182 ft. above average terrain) near Greenville is "closest with the mostest" to serve the Spartanburg-Greenville SUPERmarket!

CBS TELEVISION

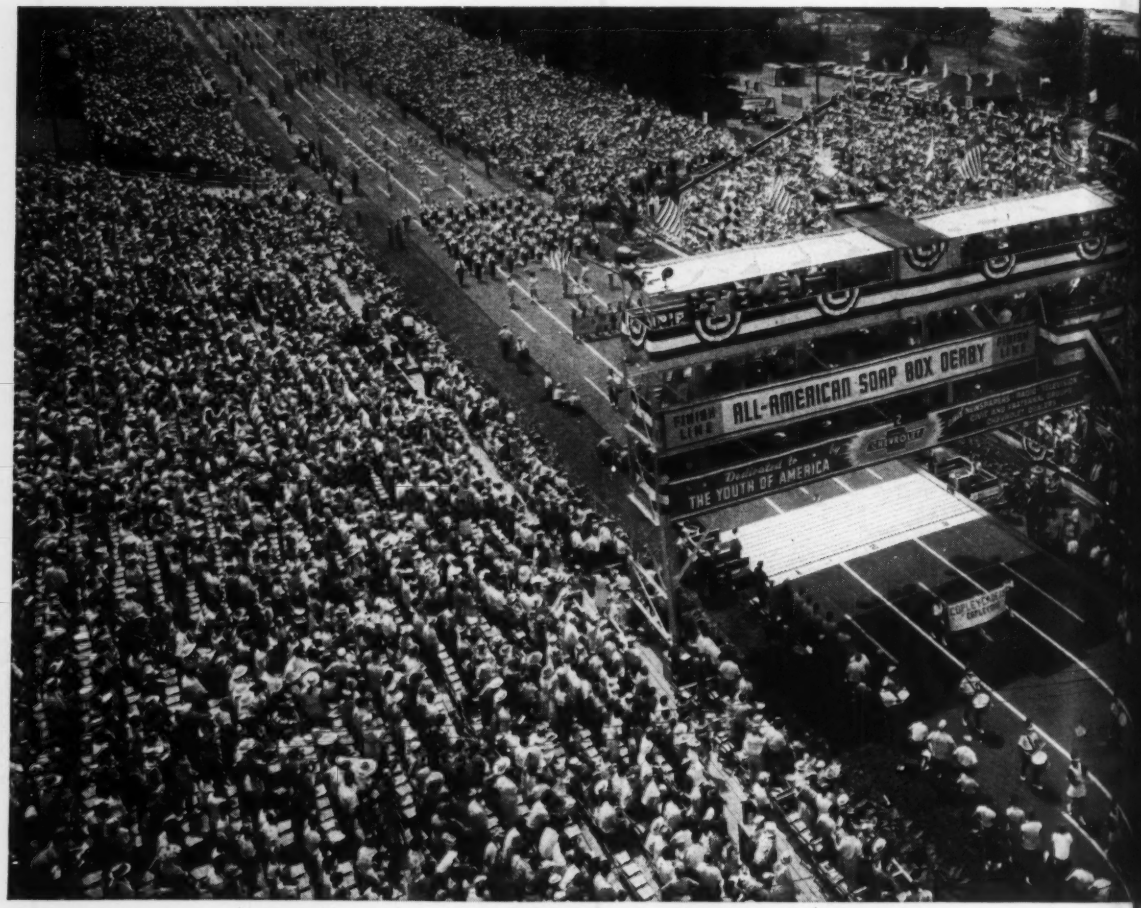
WSPA – TV 7

AM • FM • TV •

SPARTANBURG, S. C. channel

SEAL OF GOOD PRACTICE

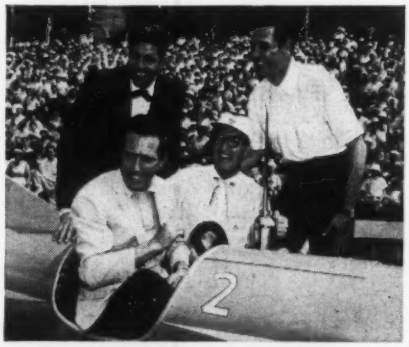
National Representatives: GEORGE P. HOLLINGBERY CO.

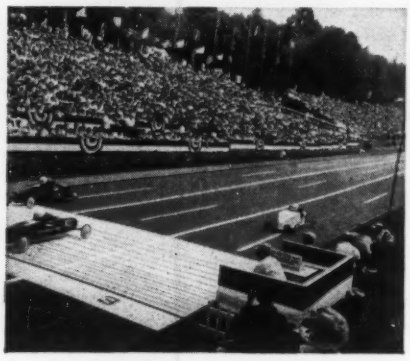


Once again records were shattered as more than 75,000 spectators witnessed the colorful Parade of Champions preceding the 1960 All-American at Derby Downs. The parade, largest in Derby history, included over 2,500 people in 50 bands and marching units.

Hats off to Derby sponsors around the world!

Without your help we know the Soap Box Derby could never have reached such heights of success and popularity. Now that "Derby fever" is over for 1960, Chevrolet joins more than 50,000 boys all over the world in saying *thanks a million to all the Derby sponsors.* We hope you'll be working with us again next year on the "greatest amateur racing event in the world." . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

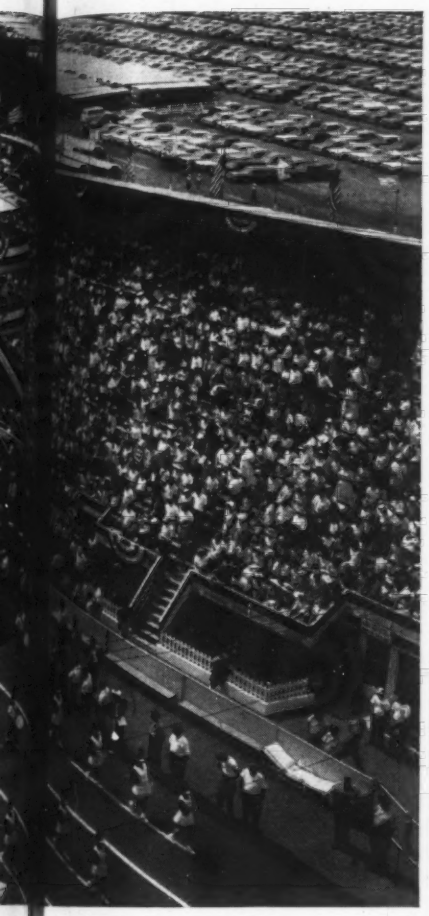


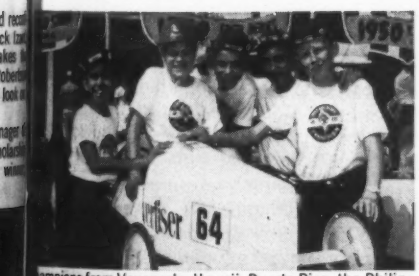


Andy Williams, popular TV singer and rec ing star, wins the Oil Can Trophy. Jack Iz Chevrolet advertising manager, makes t presentation as western star Dale Robert and Craig Stevens (TV's Peter Gunn) look o

Mr. K. E. Staley, general sales manager Chevrolet, presents the $5,000 Scholarsh Award to the 23rd All-American winn Fredric Lake of South Bend, Ind.

In one of the early rounds of the 23rd A American, the Levittown, N. Y., champ edges contestants from Endicott, N. Y. a Lynchburg, Va.





ampions from Venezuela, Hawaii, Puerto Rico, the Philip-nes and West Germany gather around the Hawaiian y's car at Derby Downs Topside area.

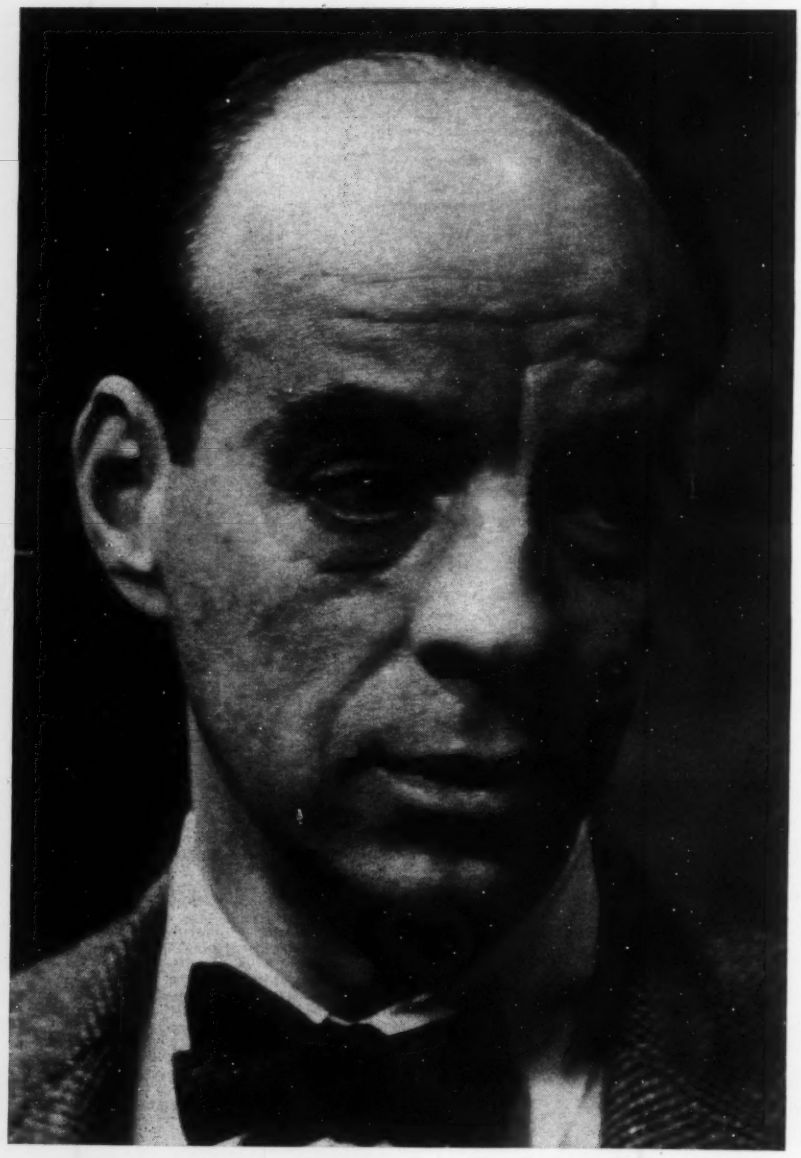
r. E. N. Cole, general manager of Chevrolet and vice esident of General Motors, presents the championship phy to Fredric Lake of South Bend, Ind., while the boy's arents and Akron Mayor Leo Berg offer congratulations.

168 boys representing these 168 newspapers, radio & TV stations, civic and fraternal groups raced in the 1960 All-American Soap Box Derby.

Aberdeen (Wash.) Active Club
Akron (Ohio) Beacon Journal
Albany (Ga.) Optimist Club
Albuquerque (N.M.) Tribune
Alton (Ill.) Jr. Chamber of Commerce
Amarillo (Texas) Jr. Chamber of Commerce
Ambridge (Pa.) BPOE 983 and The Times
Amsterdam (N.Y.) Elks Lodge No. 101 and Rotary Club
Anderson (Ind.) Herald
Anniston (Ala.) Jr. Chamber of Commerce, WHMA Radio and Anniston Park Board
Asheville (N.C.) Jr. Chamber of Commerce, Inc.
Ashland (Ohio) Jr. Chamber of Commerce
Austin (Texas) American-Statesman
Bangor (Maine) Daily News
Beloit (Wis.) Daily News
Bernardsville (N.J.) Somerset Hills Jaycees
Big Spring (Texas) Herald
Birmingham (Ala.) News, Optimist Club, WABT-TV, WABT-Radio
Bloomington (Ind.) Daily Herald Telephone and Jaycees
Bluefield (W. Va.) Jr. Chamber of Commerce
Bowling Green (Ky.) Warren County Jr. Chamber of Commerce
Bradford (Pa.) Journal
Brooklyn (N.Y.) World Telegram and The Sun
Canton (Ohio) Jr. Chamber of Commerce
Charles City (Iowa) Knights of Pythias and Jr. Chamber of Commerce
Charleston (W. Va.) Jr. Chamber of Commerce
Charlotte (N.C.) Carolina Broadcasting Co.
Cheyenne (Wyo.) Jr. Chamber of Commerce
Chico (Cal.) Golden Empire Broadcasting Co.
Cicero (Ill.) Life Newspaper
Cleveland (Ohio) The Plain Dealer
Columbia (Mo.) Missourian
Conshohocken (Pa.) The American Legion
Coshocton (Ohio) Jr. Chamber of Commerce
Crawfordsville (Ind.) Jr. Chamber of Commerce
Dallas (Texas) Optimist Clubs of Dallas, Inc.
Dayton (Ohio) Jr. Chamber of Commerce of Greater Dayton, Inc.
Daytona Beach (Fla.) Kiwanis Club of Halifax Area
Des Moines (Iowa) Jr. Chamber of Commerce
Detroit (Mich.) News
Dover (N.H.) Lions Club
Duluth (Minn.) Herald and News Tribune and Jr. Chamber of Commerce
DuPage County (Ill.) Jr. Chamber of Commerce
Elkhart (Ind.) Jaycees, Inc.
Ellwood City (Pa.) Ledger
Endicott (N.Y.) Daily Bulletin and Station WENE
Eugene (Ore.) KORE—Radio
Evansville (Ind.) Jr. Chamber of Commerce
Flint (Mich.) Journal
Ft. Dodge (Iowa) Jr. Chamber of Commerce
Ft. Lauderdale (Fla.) News, Optimist Clubs of Broward County, Parks and Recreation Dept.
Ft. Worth (Texas) Star-Telegram
Fredericksburg (Va.) Free Lance-Star
Fulton (N.Y.) BPOE 830
Gary (Ind.) Post-Tribune
Glen Burnie (Md.) Capital Gazette Press
Grand Junction (Colo.) Daily Sentinel
Greeley (Colo.) Jr. Chamber of Commerce and KYOU-Radio
Greensboro (N.C.) Jr. Chamber of Commerce
Hamilton (Ohio) Jr. Chamber of Commerce
Hancock (Mich.) Fraternal Order of Eagles
Hartford (Conn.) Times
High Point (N.C.) Jr. Chamber of Commerce
Houston (Texas) Jr. Chamber of Commerce
Hudson (N.Y.) Jr. Chamber of Commerce
Huntington (W. Va.) Jr. Chamber of Commerce
Indiana (Pa.) Evening Gazette
Indianapolis (Ind.) Star
Jacksonville (Fla.) Jr. Chamber of Commerce
Kalamazoo (Mich.) WKZO AM-TV
Kansas City (Mo.) Ararat Shrine Temple
Knoxville (Tenn.) Jr. Chamber of Commerce
Kokomo (Ind.) Tribune and Foremen's Club
Lancaster (Ohio) Eagle Gazette Co.
Laredo (Texas) Times
Lawrenceburg (Ind.) Press
Levittown (N.Y.) Tribune
Levittown (Pa.) Bristol Courier and Levittown Times
Long Beach (Cal.) Losor Chevrolet Dealers Assoc.
Los Angeles (Cal.) Chevrolet Dealers' Service
Lubbock (Texas) Avalanche-Journal
Lynchburg (Va.) Jr. Chamber of Commerce, Inc.
Magnolia (Ark.) Jr. Chamber of Commerce
Mankato (Minn.) Jr. Chamber of Commerce
Mansfield (Ohio) News-Journal
McKeesport (Pa.) Daily News Publishing Co.
Meridian (Miss.) Star
Michigan City (Ind.) Jr. Chamber of Commerce
Middletown (Ohio) Optimist Club, Inc.
Midland (Texas) Jr. Chamber of Commerce
Minneapolis (Minn.) Jr. Chamber of Commerce
Mission City (B.C.) Fraser Valley Record Ltd.
Moses Lake (Wash.) Jr. Chamber of Commerce
Muncie (Ind.) Star
Natchez (Miss.) Times
New Albany (Ind.) Tribune
New Orleans (La.) States Item
New Philadelphia (Ohio) Jr. Chamber of Commerce
Newport News (Va.) Hampton Roads Jr. Chamber of Commerce
Norfolk (Neb.) Optimist Club
Norfolk (Va.) Virginian Pilot
Oakland (Cal.) Tribune
Omaha (Neb.) Optimist Club of Omaha Youth Foundation
Orange (Va.) Jr. Chamber of Commerce
Owensboro (Ky.) Messenger & Inquirer
Parkersburg (W. Va.) Jr. Chamber of Commerce
Pasadena (Cal.) Foothill Chevrolet Dealers Assoc.
Pensacola (Fla.) Fiesta of Five Flags
Peoria (Ill.) West Central Broadcasting Co.
Petersburg (Va.) Progress-Index
Phoenix (Ariz.) KOOL Radio-TV, Inc.
Portland (Ore.) Oregon Television, Inc.-KPTV
Poughkeepsie (N.Y.) Jr. Chamber of Commerce
Providence (R.I.) WICE Radio
Ravenna-Kent (Ohio) Record-Courier
Roanoke (Va.) Time, World-News and Optimist Club of Roanoke, Inc.
Rochester (N.Y.) Times-Union
Rock Island (Ill.) Blackhawk Shrine Club and Davenport Newspapers, Inc.
Roswell (N.M.) Daily Record
Sacramento (Cal.) The 20-30 Club, Sacramento No. 1 & KCRA Radio and TV
Saginaw (Mich.) Jr. Chamber of Commerce
St. Catharines (Ont.) Standard Ltd.
St. Charles (Mo.) Daniel Boone Derby Assn. (Committee of Moose Lodge)
St. Marys (Pa.) Daily Press Publishing Co.
St. Paul (Minn.) Jr. Chamber of Commerce
Salem (Ore.) Capital Journal
Salisbury (N.C.) Recreation Department
San Antonio (Texas) Express-News Athletic Assn., Express Publishing Company
San Bernardino (Cal.) The Sun Company
San Diego (Cal.) Union
Sandusky (Ohio) Newspapers, Inc.
Savannah (Ga.) Jr. Chamber of Commerce
Seattle (Wash.) KING Boadcasting Co.
Sheboygan (Wis.) Press Publishing Co.
Sidney (Ohio) Jr. Chamber of Commerce and Sidney Printing & Publishing Co.
Sioux City (Iowa) Jr. Chamber of Commerce
Sioux Falls (S.D.) Argus-Leader
Smyrna (Ga.) Jr. Chamber of Commerce
Southampton (N.Y.) Lions Club, Inc. and Bridgehampton Lions Club, Inc.
South Bend (Ind.) Jr. Chamber of Commerce
Springfield (Mass.) Jr. Chamber of Commerce
Spring Valley (Ill.) Jr. Chamber of Commerce
Staten Island (N.Y.) Kiwanis Club of North Shore
Stockton (Cal.) Karl Ross Post No. 16, American Legion
Tacoma (Wash.) News Tribune
Tallahassee (Fla.) Democrat
Tampa (Fla.) WTVT-TV and Jr. Chamber of Commerce
Temple (Texas) Exchange Club
Toledo (Ohio) Jr. Chamber of Commerce
Torrington (Conn.) Radio Station WTOR
Torrington (Wyo.) Telegram
Trenton (Mo.) Jr. Chamber of Commerce and KTTN Radio
Waco (Texas) News Tribune and Times Herald
Warren (Ohio) Tribune Chronicle
Warsaw (Ind.) Kosciusko County Shrine Club
Washington (D.C.) National Broadcasting Co., Inc. WRC-TV—WRC
Watertown (S.D.) Public Opinion
Westbrook (Maine) Jr. Chamber of Commerce
West Palm Beach (Fla.) Firemen's Benevolent Association, Inc.
Wichita (Kansas) Beacon
Winston-Salem (N.C.) Jr. Chamber of Commerce
Wooster (Ohio) Daily Record
Youngstown (Ohio) Jr. Chamber of Commerce
Germany, Adam Opel A/G
Hawaii, Honolulu Advertiser; Parks & Rec. Dept.; Aloha Motors; Service Motors Ltd.
Philippines, Northern Motors & International B. F. Goodrich Corporation
Puerto Rico, Caribe Motors Corporation, "El Imparcial," International B. F. Goodrich Corporation
Venezuela, General Motors de Venezuela, C. A. The General Tire & Rubber Co., International Division—Sears, Roebuck de Venezuela, S. A. and Y.M.C.A.

SOAP BOX DERBY

CHEVROLET



PRACTICAL EGGHEAD

With his knack of making culture pay, Saudek's starting his biggest tv season

Though its beginning is still several weeks away, the 1960-61 season of network television has already been marked as the year live television died.

It may be true that more network programming will come out of film cans than ever before, but it is also true that for one of live television's chief apostles 1960-61 will be the biggest year of his career. Robert Saudek, head of Robert Saudek Assoc., has 33 shows in work—all to be live or taped in live technique. Last season he did 17 shows, the year before 15.

Mr. Saudek is running against the television stream in more ways than one. Critics have deplored the new season's promise of a glut of bread-and-butter programming and a dearth of cultural fare. Yet it will be in 1960-61 that Mr. Saudek's *Omnibus,* which has presented everything from Greek tragedy to the ultra-modern dance, returns to television after a year of homelessness.

Mr. Saudek's contemporaries in television program production often call him the egghead of their craft. If he is an egghead, he is also hard-boiled. No one in television has been more adept at mixing art with commerce, to the advantage of both.

"If we have proved anything," Mr. Saudek said, in contemplating his 1960-61 workload, "it is that you can make money reproducing quality shows without compromising standards."

He is aware that this principle has not been universally embraced. "For years industry leaders have pontificated about television's potential as the greatest mass medium of all time," he said, "but television isn't anywhere near its potential yet.

"It's the networks that have to be the catalysts for upgrading programming. They make the critical decisions. They decide which programs are going on the air."

The Saudek Schedule ■ So far Mr. Saudek has succeeded in persuading the networks to decide in favor of all but seven of the 33 hour and 90-minute shows that Robert Saudek Assoc. has in rehearsal or on the drawing board for 1960-61.

Nine shows of *The Dow Hour of Great Mysteries,* sponsored by Dow Chemical Co., have been scheduled on NBC-TV Tuesdays at 10-11 p.m., starting with "The Datchet Diamonds" starring Rex Harrison and Tammy Grimes Sept. 20. Four 90-minute programs of *Leonard Bernstein and the New York Philharmonic* under sponsorship of Ford Motor Co. will be presented on CBS-TV (dates not set). Thirteen *Omnibus* hours will be shown on NBC-TV Sundays at 5-6 p.m.; of these, seven have been bought by Aluminium Ltd. which will also sponsor the same telecasts on the Canadian Broadcasting Corp. The only Saudek project that still is seeking network time is *7 Wonders of the World,* seven hour programs being prepared for New York's new Lincoln Center for the Performing Arts. It is Mr. Saudek's hope that this series will get network exposure this winter.

In some of these cases, Mr. Saudek simplified the networks' decision-making process by delivering sponsors as well as shows. He is credited with the sale of his mystery hours to Dow Chemical and the seven *Omnibus* productions to Aluminium, which was an *Omnibus* sponsor in earlier seasons.

Two Different Jobs ■ Mr. Saudek's background has fitted him to perform the dissimilar jobs of salesmanship and creative production.

He was born (in Pittsburgh, June 11, 1911) to parents who were both musicians. His father was an orchestra conductor and musical director of KDKA. His mother was a violinist. At the age that other toddlers are taken to the zoo, Mr. Saudek was taken to the theatre and concert hall.

By the time he reached college he

had developed an insatiable taste for culture, but he had become familiar enough with commercial radio, through his father's connection with KDKA, to understand that culture must be paid for. At Harvard, while studying for a bachelor's degree in government, he worked as an announcer at WBZ Boston. After getting his degree and a Phi Beta Kappa key in 1932, he returned to Pittsburgh and joined KDKA as a continuity editor.

At night he studied law at Duquesne U., but his course was still incomplete when, in 1938, he went to New York to become assistant to the sales manager of NBC. In 1942, when NBC's Blue Network evolved into ABC, he joined it as assistant to Edgar Kobak, executive vice president (afterward president of Mutual and now a business consultant). Except for wartime service in Armed Forces Radio in Europe Mr. Saudek was with ABC until the fall of 1951. He was vice president in charge of public affairs, publicity, continuity and research and had collected three Peabody Awards for his radio productions of *Hiroshima, Communism—U.S. Brand* and *Clear and Present Danger* when he left ABC to head the Tv-Radio Workshop of the Ford Foundation.

Ideal Marriage ■ The Workshop was a job that might have been created for him. The Ford Foundation wanted to develop cultural television programs that attracted big enough audiences to be commercial vehicles. Losses were underwritten by foundation funds.

The Workshop's *Omnibus* was tv's first 90-minute program. In its seven years on the air *Omnibus* received 75 awards, including three Peabodies. Mr. Saudek produced more than 150 *Omnibus* shows, containing 500 different features and running through the widest range of subject matter any television program has attempted.

In the spring of 1957 the Foundation withdrew its support having concluded that *Omnibus* had served its purpose of proving that quality television could support itself. For a secret price Mr. Saudek bought the rights to the *Omnibus* programs and to the name, and he established Robert Saudek Assoc.

Robert Saudek Assoc. was a new name for the same kind of organization that Mr. Saudek had run at the Tv-Radio Workshop. RSA consists of a small, permanent staff including Mr. Saudek; Allistair Cooke, former U.S. correspondent for England's *Manchester Guardian* and *Omnibus* host; Jack Perlis, information consultant (Harvard graduate); David J. Oppenheim, associate producer (Eastman School of Music and Julliard); Mary V. Ahearn, feature editor (Radcliffe); Henry May, production designer (Yale); George M. Benson, vice president for business affairs (Princeton, Phi Beta Kappa); Walter Kerr, drama consultant (former professor at Catholic U., Washington, D.C., and drama critic for the *New York Herald-Tribune*); Richard Thomas, production controller (U. of North Carolina); Michael Ritchie, assistant to Mr. Saudek (Harvard); and a work force of secretaries and clerks who speak and dress with the kind of assured casualness that exclusive women's colleges cultivate. "We seem," said a Saudek associate, "to attract girls from Wellesley, Radcliffe, Bryn Mawr and Vasser."

Range in Reading ■ The atmosphere to which these girls are drawn may be described by listing the reading material that is laid out in the RSA reception room. In addition to the usual selection of broadcasting and show business publications available in New York radio-television offices, Robert Saudek Assoc. provides waiting visitors with the latest

Star attraction ■ Robert Saudek has a knack of persuading performers and personalities from other media and professions to try tv. Leonard Bernstein (at right in picture above), has done several shows for Saudek enterprises, will do four hour-long productions of *Leonard Bernstein and the New York Philharmonic* this year. When Boston attorney Joseph Welch was asked why he stooped to appear on television, he replied: "If it's good enough for Bob Saudek, it's good enough for me."

Saudek formula ■ The *Omnibus* production of "Boswell's Life of Samuel Johnson" was among the "most exciting" shows Mr. Saudek thinks he has done. It featured Peter Ustinov (1) and Kenneth Haigh. Mr. Saudek says the objective of his programming is to be "ideational in orientation but nevertheless entertaining." He believes "in art, not artiness." The idea of quality programming is not enough, he says. The execution of the idea will determine its success. You can't be stuffy," says Mr. Saudek.

Our Altruism Backfired

Now that the smoke of the political conventions in Los Angeles and Chicago has cleared away—and our *local* television reporting crews have returned to their home bases—we wish to report a statistic:

Our stations were 100% successful in selling coverage of both conventions in every Corinthian market.

We fielded a 14-man team—complementing CBS's superb national coverage—to achieve local and regional coverage, to tell an intensive story of our respective state delegations, and to view national events with local eyes. We did this with our eyes open, hardly daring to hope for extensive sponsorship, fully prepared to underwrite the expense in the interest of service. The fact that we didn't have to is a tribute to the enlightened local, regional and national sponsors who saw the prestige—and commercial—value of our local coverage.

Among the comments:

"Countless compliments attest that convention programs gave us a prestige vehicle for primarily institutional messages. We feel that other advertisers throughout the country should watch this sort of thing carefully and evaluate its possible future value to themselves."
—Texas National Bank (Agency: Goodwin-Dannenbaum) on KHOU-TV, Houston.

"Purchase of both conventions gave complete saturation of our market . . . KOTV spending lot of money and effort bringing local angle to our public. Excellent opportunity for advertising."
—Safeway Stores (Agency: Perry Ward Associates), co-sponsor with Conoco Gasoline (Benton & Bowles), on KOTV, Tulsa.

"Corinthian's convention coverage gave us saturation with dominance, intense audience interest—and lots of family audience per dollar."
—Bonsib, Inc., agency for meat packer Peter Eckrich & Son, on WANE-TV, Ft. Wayne.

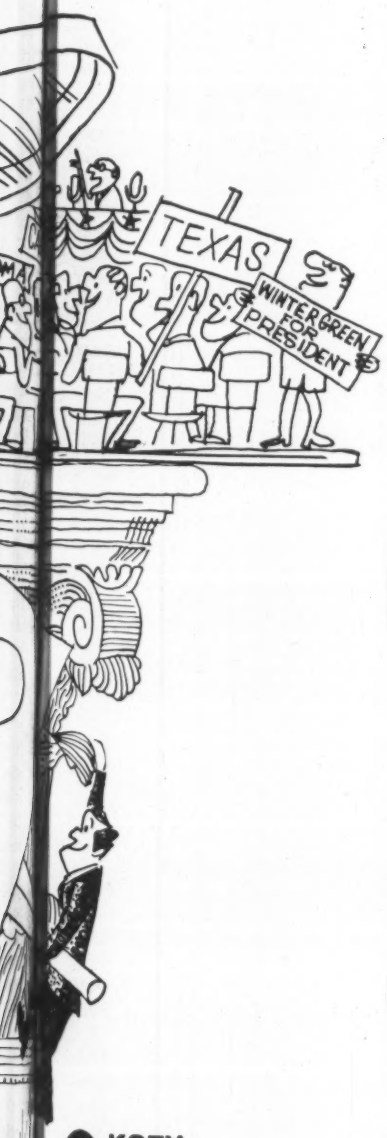
"Through KXTV's locally oriented convention coverage with Shell's regular newscaster, Hank Thornley, people of Sacramento area will continue to associate Shell with important news presentation. This is an ideal combination of audience service and commercial impact."
—Shell Oil Co. (J. Walter Thompson, San Francisco) on KXTV, Sacramento.

* * *

It is heartening to prove that good public affairs programming is also good business. Each Corinthian station will continue to explore opportunities to bring such programming to the attention of sponsors who recognize that *service* and *commercial effectiveness* go hand in hand.

Responsibility in Broadcasting

THE CORINTHIAN



KOTV
TULSA (H-R)

KHOU-TV
HOUSTON (H-R)

KXTV
SACRAMENTO (H-R)

WANE-TV
FORT WAYNE (H-R)

WISH-TV
INDIANAPOLIS (H-R)

WANE-AM
FORT WAYNE (H-R)

WISH-AM
INDIANAPOLIS (H-R)

STATIONS

issues of *Horizon, Realities, History Today, Saturday Review of Literature* and *American Heritage.*

Mr. Saudek's life is wrapped up in his work and his family. He is married to the former Elizabeth Koch of Pittsburgh and they have five children—Richard, 20, a Harvard student who has worked this summer as a copy boy for the *New York Times;* Christopher, 18; Robert Eliot, 15; Mary Elizabeth, 12, and Stephen, 7. They live in Bronxville, N.Y.

Work takes up the bigger part of Mr. Saudek's schedule, at times claiming 18 hours per day. He reads omnivorously in search of subjects for television production. As one acquaintance said the other day: "Those bags under his eyes are from bouts with books, not bottles."

His search for material and talent sometimes turns up both in unexpected places. While on a visit at Harvard last spring he looked in on a college play with the improbable title, "Oh, Dad, Poor Dad, Mama's Hung You in the Closet and I Am Feeling So Sad." Mr. Saudek decided that television wasn't ready for this production, but he was impressed with the direction of the show. He hired Michael Ritchie, the director, to be his assistant after graduation last June.

In his frequent travels, Mr. Saudek encounters businessmen from other fields and has become disturbed by what he detects as a growing attitude of tolerant amusement, if not contempt, toward television.

"We start to talk about the business we're in," he recalled last week, "and when I say, 'I'm in television,' there's always a giggle or a snicker. It's as if I had said I was a bookie.

"I think those of us working in television ought to raise our sights continually so the image we present to outsiders will be one they can respect, even admire."

AFM wins back pay

The American Federation of Musicians announced last week that a settlement has been reached with NBC under which 20 NBC staff musicians and eight or 10 extra sidemen will receive up to about $2,000 per man for work they performed on *The Perry Como Show* three years ago.

AFM officials said that the program was shown in England three years ago without compensation to the musicians who performed for the shows. The union and the network, they said, have been negotiating the issue for three years and last week agreed on a settlement in excess of $50,000. AFM said that each musician, staff or extra, will receive a share in proportion to the number of programs for which he played. Since February 1959 this contingency has been covered by union contract stipulation between NBC and the AFM.

POST-48 FILMS

Warner Canadian sale shrouded in mystery

The status of the sales of 122 Warner Bros. post-48 features to Creative Telefilm & Artists Corp., Toronto, scheduled for consummation last Thursday (Sept. 1) but complicated by an injunction application, remained a hush-hush affair at week's end.

Spokesmen for Warner Bros. and Creative Telefilm would not discuss the project and would not indicate if the contract had been signed or the date delayed. Several months ago, Warner and Creative Telefilm announced they had reached an agreement under which the latter would acquire tv rights to the features for $11 million and a commitment to pay Warner additional funds, depending on tv revenues.

Several weeks ago the American Federation of Musicians asked the U.S. District Court for the Southern District of New York for an injunction to halt the sale on the ground that under the terms of a contract with the AFM, Warner was required to obtain the consent of the union before it could release the features (containing music) to tv. Judge William B. Herlands had not issued a decision by last Thursday, although AFM had urged him to reach a verdict by that date.

In a hearing before Judge Herlands earlier in the week, Warner contended that the AFM cannot enforce its contract because AFM is no longer the bargaining agent for musicians at Warner Bros. (the Musicians Guild of America now has jurisdiction at motion picture studios). Warner also argued that the injunction should not be issued because the AFM has adequate remedy at law in a suit for damages.

AFM insisted that it was the bargaining agent at the time the 122 motion pictures were produced. Union spokesmen said they are attempting to obtain re-use payment for musicians who performed for the films.

'Oscar's' moving to ABC next year

At a cost of $561,000 per year, and "subject to formalization" of contract, ABC has been awarded, on an exclusive basis for the next five years, all radio-tv broadcast rights in the U.S. and Canada, to the annual Academy of Mo-

tion Picture Arts & Sciences "Oscar" award ceremonies, starting with the April 1961 event.

Under the agreement jointly announced last week (Aug. 29) by B.B. Kahane, academy president and Thomas W. Moore, ABC-TV vice-president in charge of programming, the academy will put on the 90 minute broadcast and also have "reasonable" approval of the advertiser who will sponsor the event annually. There will be no local station break announcements. The academy will underwrite all program costs, with ABC participating in specified production costs such as lighting and also promotion, according to Mr. Kahane. The deal also includes a provision for flexibility of format should the 90 minute program run overtime.

NBC has had the annual show for the past eight years, initially sponsored commercially, but the last three years sponsored by the film industry itself. ABC's sealed bid topped NBC by an undisclosed margin this year. CBS' low bid was eliminated a few weeks ago (BROADCASTING, Aug. 29) and the network did not resubmit a new one.

Program notes

Powers pick-up ■ Radio Liberation, propaganda station with powerful transmitters in Munich, Germany, and on the island of Formosa, has received permission of WBT Charlotte, N.C., to rebroadcast the two-hour excerpt of the spy trial of Francis Powers that WBT had picked up and recorded from Radio Moscow. In making the request Radio Liberation explained that its receiving monitors in New York had been unable to tape the Moscow broadcast at that time. WBT makes it a regular practice to pick up Russian short-wage propaganda programs in English for its series called *Radio Moscow*. The series is syndicated and currently heard on more than 20 radio stations. The Moscow line is rebroadcast with commentary and analysis by WBT staffers. The station was particularly on the alert for the Powers trial excerpts.

Station-to-station ■ A popular daily exercise program featuring John Hills, health director of KDKA-TV Pittsburgh, will be syndicated to WSAZ-TV Charleston-Huntington, W. Va.

Violence revisited ■ Recalling the mid-30's, called the "violent years" by some American historians, and the flood of gangster pictures produced then, with such rising new stars as Edward G. Robinson, Humphrey Bogart and James Cagney, KHJ-TV Los Angeles has set aside late Saturday evening for a new series of theatrical movies and called the sequence *The Violent Years*. Series began Aug. 20 with "Marked Woman," starring Humphrey Bogart, has such pictures as "Hatchet Man" and "Tiger Shark," both with Edward G. Robinson, and another Bogart starrer, "Racket Busters," scheduled for the weeks ahead.

Comeback trail ■ Featuring interviews with such guests as Roy Campanella, injured baseball player who now is host of a tv series, *Comeback* is a public service program of WMAR-TV Baltimore shared with three other stations. The taped program is exchanged with those of other coordinating stations "as a joint public service endeavor to further enhance the industry's prime image and purpose," according to WMAR-TV. Participating are WOR-TV New York, WSB-TV Atlanta and WHAS-TV Louisville. The Baltimore station presents the program on alternate Wednesdays, 5:15-5:30 p.m.

Film sales

"Blockbuster Package" (Jaylark)

Sold to WJAR-TV Providence; WFLA-TV Tampa; WRDW-TV Augusta, Ga.; WRVA-TV Richmond, Va.; WVEC-TV Norfolk; WIS-TV Columbia, S.C.; KFSA-TV Ft. Smith, Ark.; WBNS-TV Columbus, Ohio; WEHT (TV) Evansville, Ill.; KPLC-TV Lake Charles, La.; WLVA-TV Lynchburg, Va.; WJTV (TV) Jackson, Miss., and KGNS-TV Laredo, Tex.

Now in **119** markets.

"Science-Horror Features" (United Artists Assoc.)

Sold to KRIS-TV Corpus Christi; KGMB and KHVH-TV, both Honolulu; WEGA-TV Jacksonville; KLFY-TV Lafayette, La.; WPTV (TV) Palm Beach, Fla.; WJHG-TV Panama City, Fla.; WTVH (TV) Peoria, Ill.; KCSJ-TV Pueblo, Colo.; KCRA-TV Sacramento, Calif., and WSLA (TV) Selma, Ala.

"First Re-Run Package to Australia" (International Television Programs)

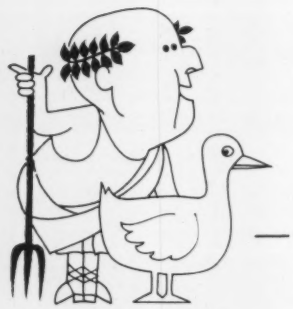
Sold to Amalgamated Television Services, Sydney, for all of Australia. Also a six show package of first-run features were sold to ATN Sydney and GTV Melbourne.

"Pre-'48 Paramount Features" (MCA-TV)

Sold to WMBD-TV Peoria; KGLO-TV and KEYC-TV Mason City, and WJXT (TV) Jacksonville, Fla.

"Shotgun Slade" (MCA-TV)

Sold to KNXT (TV) Los Angeles; P. Ballantine & Sons, brewers, for an upstate New York market, and R. J. Reynolds for two markets in Kentucky and Wisconsin.



Eee Yii, Eee Yii, Ohhhh

You'll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state's Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.

7 WITN Washington, N. C.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

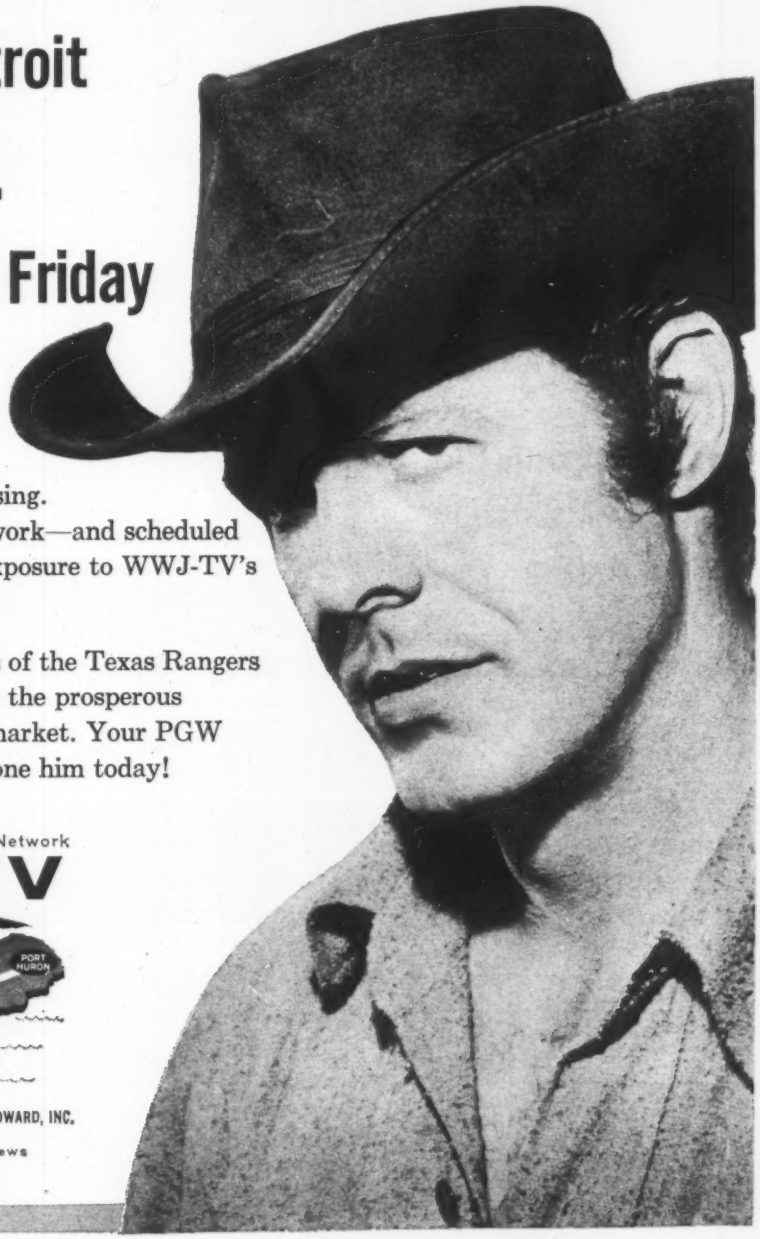
Sales Action at Sunset!

"TRACKDOWN"

On WWJ-TV, Detroit

6:00 P. M.

Monday through Friday

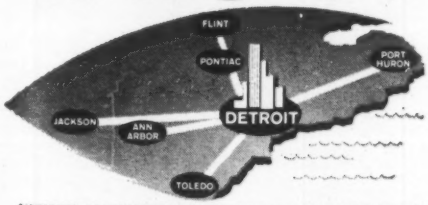


For your fall and winter campaign, WWJ-TV proudly features the finest adult western available for spot advertising. "Trackdown" is first run off network—and scheduled across the board for maximum exposure to WWJ-TV's big family-hour audience.

Saddle up with these terrific tales of the Texas Rangers to corral important sales gains in the prosperous Detroit-Southeastern Michigan market. Your PGW Colonel has complete details. Phone him today!

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

TV REVENUE-PROFIT HITS NEW HIGH

FCC reports total time sales top billion dollar mark in 1959

Running counter to the prevailing experience of American industry, tv's 1959 financial revenues and profits continued their upward spiral in both categories.

Based on FCC's official release last week, total tv revenues for 1959 soared to a new high of $1.163 billion—13% over 1958's $1.03 billion. Revenues include all income from the sale of time, talent and program material.

Tv's profits, before federal income tax, also reached a new high—$222.3 million, up 29.3% over 1958's $171.9 million.

The general pattern of American business in the last few years has been a continued climb in total revenues, but with profits down because of hiked expenses. These stem mainly from the increasing cost of raw material and labor.

In tv for 1959, expenses climbed, but remained relatively stable in relation to income. Total expenses increased 9.7% over 1958—$941.6 million compared to $858.1 million. The number of employes remained fairly constant—40,270 in 1959 compared to 39,382 in 1958.

Other highlights of the 1959 tv financial report:

- Twelve tv stations reported revenues of over $7.5 million. Average expenses totaled $6.3 million—$1.5 million for salaries and wages. $1.6 million for film, $350,000 for talent, $250,000 for depreciation and $2.6 million for all other costs.
- Total revenues from the sale of network time went up 5% to $445.8 million. Revenues from time sales to national and regional advertisers rose 22.9% to $424.2 million, and to local advertisers up 10.6% to $200.6 million. Total time sales amounted to $1,070.6 million. This was an increase of 12.6% over the 1958 figures.
- The sale of time only was divided as follows: network time to national advertisers, 41.6%; national and regional spot, 39.6%, and local advertisers, 18.8%. This is roughly the same division as in 1958.
- The three tv networks reported total revenues of $576.1 million, up 11.5%, and total profits, before federal income tax, of $87.9 million, up 14.2%. These figures include revenues from the network's 17 owned and operated stations as well as from network operation.

Network owned stations accounted for only 23.9% of total revenues, but 63.6% of the profits.

- Of the 496 tv stations reporting a full year's earnings, 74.6% reported a profit; 25.4% a loss. Only 8.4% of the 107 pre-freeze vhf stations reported a loss; 25.9% of all post-freeze stations reported a loss.

There were 69 uhf stations operating for the full year; 35 reported a profit, and 34 a loss.

- Total revenues of the 77 uhf stations were $28 million up from $26.1 million reported by 79 uhf stations in 1958. Total loss for the 77 uhf outlets was $500,000, compared to a loss of $2.2 million for 79 stations in 1958, and of $3.5 million for 88 uhf stations in 1957.

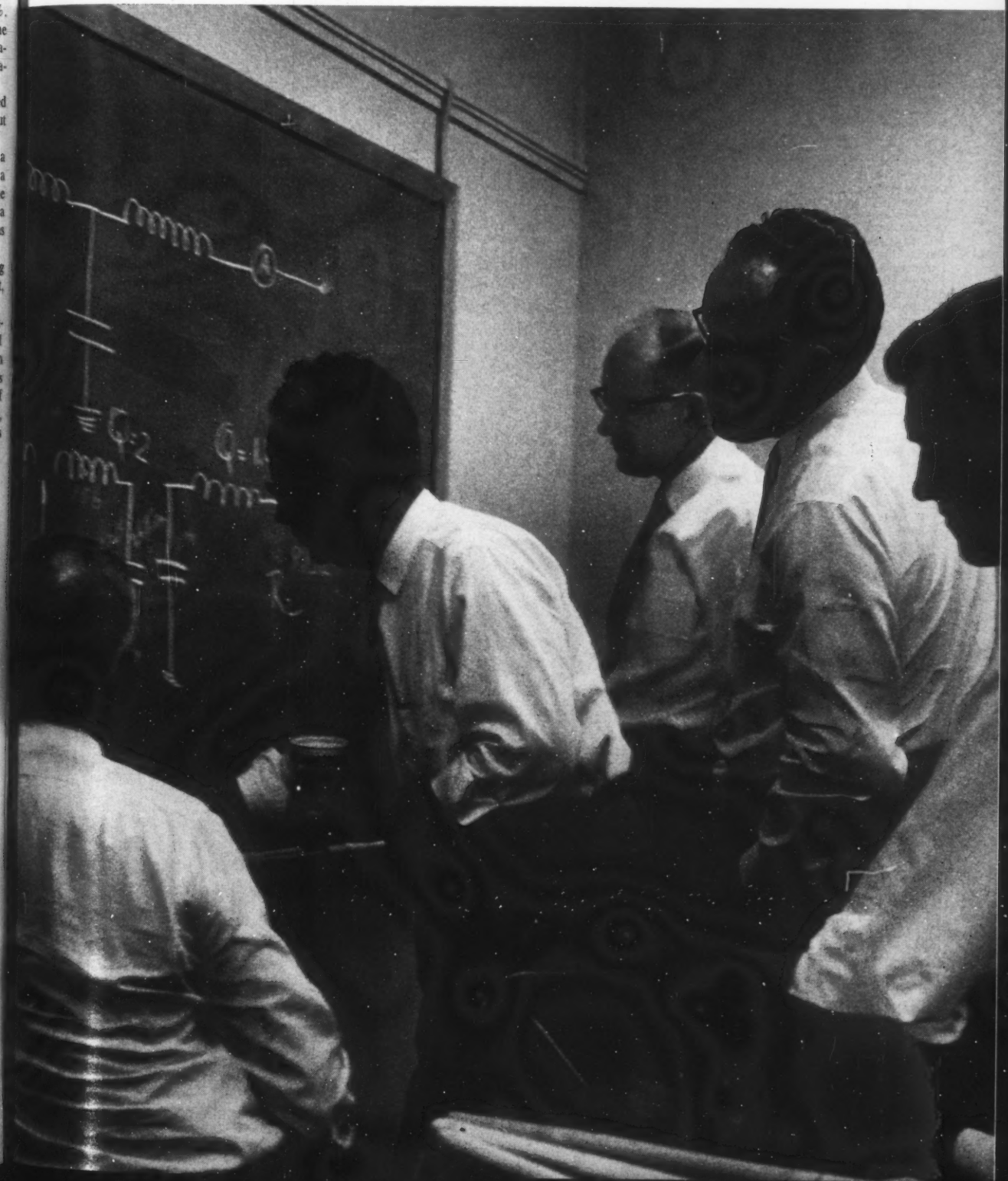
How tv fared in the leading multi-station markets last year

Tv Markets (1)	No. of Stations in Operation (2)	No. Reporting $25,000 or More Time Sales (3)	Networks (4)	Time Sales: National and Regional Advertisers and Sponsors[1] (5)	Local Advertisers and Sponsors[1] (6)	Total Stations Reporting (7)	Total Broadcast Revenues[2] (8)	Total Broadcast Expenses (9)	Total Broadcast Income[3] (10)
Albany-Schenectady-Troy, N.Y.	3	3	$1,496,134	$3,279,405	$1,015,374	3	$5,222,118	$3,943,457	$1,278,661
Albuquerque, N.M.	3	3	387,902	529,902	956,101	3	1,789,833	1,770,950	18,883
Altoona-Johnstown, Pa.	3	3	926,270	1,902,886	610,951	3	3,173,158	1,834,822	1,338,336
Amarillo, Tex.	3	3	390,082	558,295	1,019,093	3	1,902,348	2,209,812	307,464-
Atlanta, Ga.	3	3	1,665,402	3,882,260	1,927,247	3	6,843,594	4,708,288	2,135,306
Austin, Rochester, Minn., Mason City, Iowa	3	3	331,590	675,986	656,491	3	1,657,455	1,255,544	401,911
Bakersfield, Cal.	3#	3	**	**	**	3	**	**	**
Baltimore, Md.	3	3	2,095,636	5,791,622	2,741,610	3	9,501,287	6,771,219	2,730,068
Boise-Nampa, Ida.	3	3	198,110	264,712	490,316	3	957,654	1,031,245	73,591-
Boston, Mass.	3	3	3,620,473	13,191,035	5,250,745	3	19,531,021	10,929,423	8,601,598
Buffalo-Niagara Falls, N.Y.	3	3	2,120,106	6,081,427	2,528,814	3	9,489,944	5,535,546	3,954,398
Cape Girardeau, Mo., Paducah, Ky., Harrisburg, Ill	3	3	496,649	1,137,936	288,755	3	1,776,337	1,167,388	608,949
Cedar Rapids-Waterloo, Iowa	3	3	767,833	1,570,413	406,612	3	2,586,691	2,466,645	120,046
Champaign-Urbana-Danville, Ill.	3#	2	**	**	**	3	**	**	**
Charleston-Oak Hill-Huntington, W. Va., Ashland, Ky.	4	4	1,141,334	1,785,071	1,079,074	4	3,862,435	3,602,799	259,636
Chattanooga, Tenn.	3	3	625,244	789,939	666,966	3	1,964,280	1,864,852	99,428
Chicago, Ill.	4	4	6,157,995	25,326,700	8,089,590	4	38,853,073	25,459,885	13,393,188
Cincinnati, Ohio	3	3	1,921,896	5,226,882	2,316,267	3	9,693,834	6,022,752	3,671,082
Cleveland, Ohio	3	3	3,410,650	9,004,293	3,378,499	3	15,597,292	8,556,984	7,040,308
Colorado Springs-Pueblo, Colo.	3	3	218,931	422,896	694,899	3	1,409,278	1,281,157	128,121
Columbus, Ohio	3	3	1,658,513	4,037,519	2,059,597	3	7,359,814	5,244,038	2,115,776
Dallas-Fort Worth, Tex.	4	4	2,151,027	4,528,844	3,130,689	4	9,154,910	6,874,851	2,280,059
Denver, Colo.	4	4	1,170,728	3,339,662	2,540,518	4	6,762,529	5,010,769	1,751,760
Des Moines-Ames, Iowa	3	3	1,714,493	2,354,917	623,101	3	3,555,151	3,070,381	484,770
Detroit, Mich	3	3	4,255,444	10,042,253	4,406,172	3	17,448,502	9,774,506	7,673,996
El Paso, Tex.	3	3	324,770	688,084	781,002	3	1,769,313	1,693,224	76,089
Evansville, Ind.-Henderson, Ky.	3	3	515,709	688,194	702,182	3	1,745,278	1,557,276	188,002
Flint-Saginaw-Bay City, Mich.	3	3	801,836	1,430,015	573,351	3	2,529,859	2,731,188	201,329-
Fort Wayne, Ind.	3	3	689,688	919,222	819,191	3	2,294,557	2,114,808	179,749
Fresno, Cal.	3	3	793,309	1,560,522	803,858	3	2,726,868	2,697,036	29,832
Green Bay-Marinette, Wisc.	3	3	810,075	949,858	762,141	3	2,382,073	2,154,676	227,397
Greenville-Spartanburg, S.C., Asheville, N.C.	4	3	682,145	1,175,812	696,612	4	2,403,235	2,128,173	275,062

Football tactics aren't discussed at these chalk talks. But there is the same team spirit: a desire to do better than the other guy, to make the finest broadcast equipment in the world. Collins team of creative engineers consistently leads the league.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



Tv Markets (1)	No. of Stations in Operation (2)	No. Reporting $25,000 or more Time Sales (3)	Networks (4)	Time Sales: National and Regional Advertisers and Sponsors[1] (5)	Local Advertisers and Sponsors[1] (6)	Total Stations Reporting (7)	Total Broadcast Revenues[2] (8)	Total Broadcast Expenses (9)	Total Broadcast Income[3] (10)
Harrisburg-Lancaster-York-Lebanon, Pa.	5	5	1,160,705	2,517,521	1,059,653	5	4,006,615	3,164,810	841,805
Hartford-New Haven-New Britain, Waterbury, Conn.	6	6	1,637,003	5,922,295	1,264,620	6	7,918,570	5,463,827	2,454,743
Honolulu, Hawaii	3	3	251,532	937,200	1,519,215	3	2,587,059	2,457,654	129,405
Houston-Galveston, Tex.	3	3	1,611,106	4,811,299	2,432,328	3	7,880,601	5,727,200	2,153,401
Indianapolis-Bloomington, Ind.	4	4	1,818,921	5,219,715	2,258,416	4	8,607,389	6,929,170	1,678,219
Kansas City, Mo.	3	3	2,071,416	4,939,280	2,040,989	3	8,208,491	5,407,404	2,801,087
Knoxville, Tenn.	3	3	664,457	1,002,633	862,948	3	2,297,652	1,594,379	703,273
Las Vegas-Henderson, Nev.	3	3	86,414	218,647	698,218	3	1,106,255	1,283,052	176,797-
Little Rock, Ark.	3	3	636,522	1,012,824	718,172	3	2,231,644	2,007,518	224,126
Los Angeles, Cal.	7	7	5,301,919	28,544,778	16,991,897	7	45,610,926	35,997,499	9,613,427
Madison, Wisc.	3	3	523,772	816,604	556,820	3	1,817,217	1,402,192	415,025
Memphis, Tenn.	3	3	1,591,759	2,851,841	1,064,970	3	5,023,018	3,194,106	1,828,912
Miami, Fla.	3	3	1,406,137	4,658,725	2,533,057	3	8,545,648	6,089,754	2,455,894
Milwaukee, Wisc.	4#	4	1,923,868	5,514,731	1,875,030	4	8,404,758	6,003,610	2,401,148
Minneapolis-St. Paul, Minn.	4	4	2,407,662	5,069,538	3,643,611	4	10,814,919	8,308,899	2,506,020
Mobile, Ala.-Pensacola, Fla.	3	3	487,450	962,562	995,654	3	2,420,905	2,308,766	112,139
Nashville, Tenn.	3	3	1,253,878	1,609,265	1,672,263	3	4,104,684	3,479,137	625,547
New Orleans, La.	3	3	1,385,546	3,127,200	2,288,494	3	6,200,085	5,297,229	902,856
New York City, N.Y.	7	7	11,070,449	53,851,982	10,570,115	7	69,534,724	40,211,596	29,323,128
Norfolk-Portsmouth-Newport News-Hampton, Va.	4#	3	1,099,223	2,004,367	1,335,310	3	4,169,211	3,515,859	653,352
Oklahoma City-Enid, Okla.	3	3	1,356,211	2,837,652	1,336,460	3	5,331,520	3,816,434	1,515,086
Omaha, Nebr.	3	3	1,352,903	2,414,862	928,197	3	4,518,601	3,536,512	982,089
Orlando-Daytona Beach, Fla.	3	3	523,252	714,132	919,231	3	2,013,814	1,885,758	128,056
Peoria, Ill.	3	3	663,479	977,404	790,905	3	2,344,963	2,263,462	81,501
Philadelphia, Penn.	3	3	5,135,599	16,278,444	3,994,387	3	22,463,765	15,292,951	7,170,814
Phoenix-Mesa, Ariz	4	4	727,307	1,467,115	1,834,560	4	3,954,279	3,806,646	147,633
Pittsburgh, Pa.	3	3	3,262,016	10,782,150	3,351,447	3	15,356,170	9,999,424	5,356,746
Portland-Poland Springs, Me.	3	3	667,148	1,461,118	461,096	3	2,350,291	2,265,843	84,448
Portland, Ore.	4#	3	1,463,191	4,129,601	1,504,665	3	6,148,534	4,545,880	1,602,654
Richmond-Petersburg, Va.	3	3	1,053,234	1,286,808	684,560	3	3,043,175	2,583,167	460,008
Roanoke-Lynchburg, Va.	3	3	862,516	1,140,628	691,228	3	2,503,362	2,136,654	366,708
Rochester, N.Y.	3	3	1,105,090	2,246,297	1,146,603	3	3,985,948	3,029,537	956,411
Sacramento-Stockton, Cal.	4#	3	912,954	3,382,868	1,240,801	3	4,759,776	4,281,429	478,347
Salt Lake City-Provo, Utah	4	4	918,571	1,384,452	1,402,011	4	3,651,350	3,947,809	296,459-
San Antonio, Tex.	4	4	1,059,898	2,066,914	1,288,272	4	3,889,472	3,412,801	476,671
San Francisco-Oakland, Cal.	4	4	3,364,103	9,715,695	5,346,435	4	16,652,358	10,560,279	6,092,079
Scranton-Wilkes-Barre-Hazelton, Pa.	3	3	833,717	1,059,649	977,969	3	2,784,410	2,569,932	214,478
Seattle-Tacoma, Wash.	5	5	1,606,039	5,421,411	1,539,186	5	7,715,663	7,728,659	12,996-
South Bend-Elkhart, Ind.	3	3	539,854	720,972	588,639	3	1,820,903	1,781,919	38,984
Spokane, Wash.	3	3	671,631	1,794,017	846,480	3	2,941,978	2,379,923	562,055
St. Louis, Mo.	4#	4	2,538,618	7,014,027	3,178,224	4	11,292,045	8,780,198	2,511,847
Tampa-St. Petersburg, Fla.	3	3	1,015,620	2,530,540	1,535,549	3	4,726,576	3,948,173	778,403
Tucson, Ariz.	3	3	272,924	467,812	1,031,605	3	1,822,671	1,644,410	178,261
Tulsa, Okla.	3	3	1,098,586	2,004,693	933,773	3	3,725,304	2,923,454	801,850
Wailuku, Hawaii	3	1	*	*	*	1	*	*	*
Washington, D.C.	4	4	2,431,379	6,947,540	2,314,162	4	11,178,905	8,890,261	2,288,644
Wichita-Hutchinson, Kans.	3	3	854,917	1,829,009	869,247	3	3,237,720	2,933,395	304,325
Youngstown, Ohio-New Castle, Pa.	3	3	498,887	858,943	420,146	3	1,716,613	1,532,442	184,171
Total 80 markets	272	265	$119,566,512	$343,806,366	$150,925,986	267	$567,232,444	$410,518,528	$156,713,916
Markets less than 3 stations Total 191 markets	253	245	$38,428,755	$80,399,521	$49,747,510	252	$158,201,370	$124,615,864	$ 33,585,506
Total 271 markets	525	510	$157,995,267	$424,205,888	$200,673,496	519	$725,433,814	$535,134,392	$190,299,422

[1] Before commissions to agencies, representatives and others.
[2] Total revenues consist of total time sales less commissions plus talent and program sales.
[3] Before Federal income tax.
Note: — denotes loss.

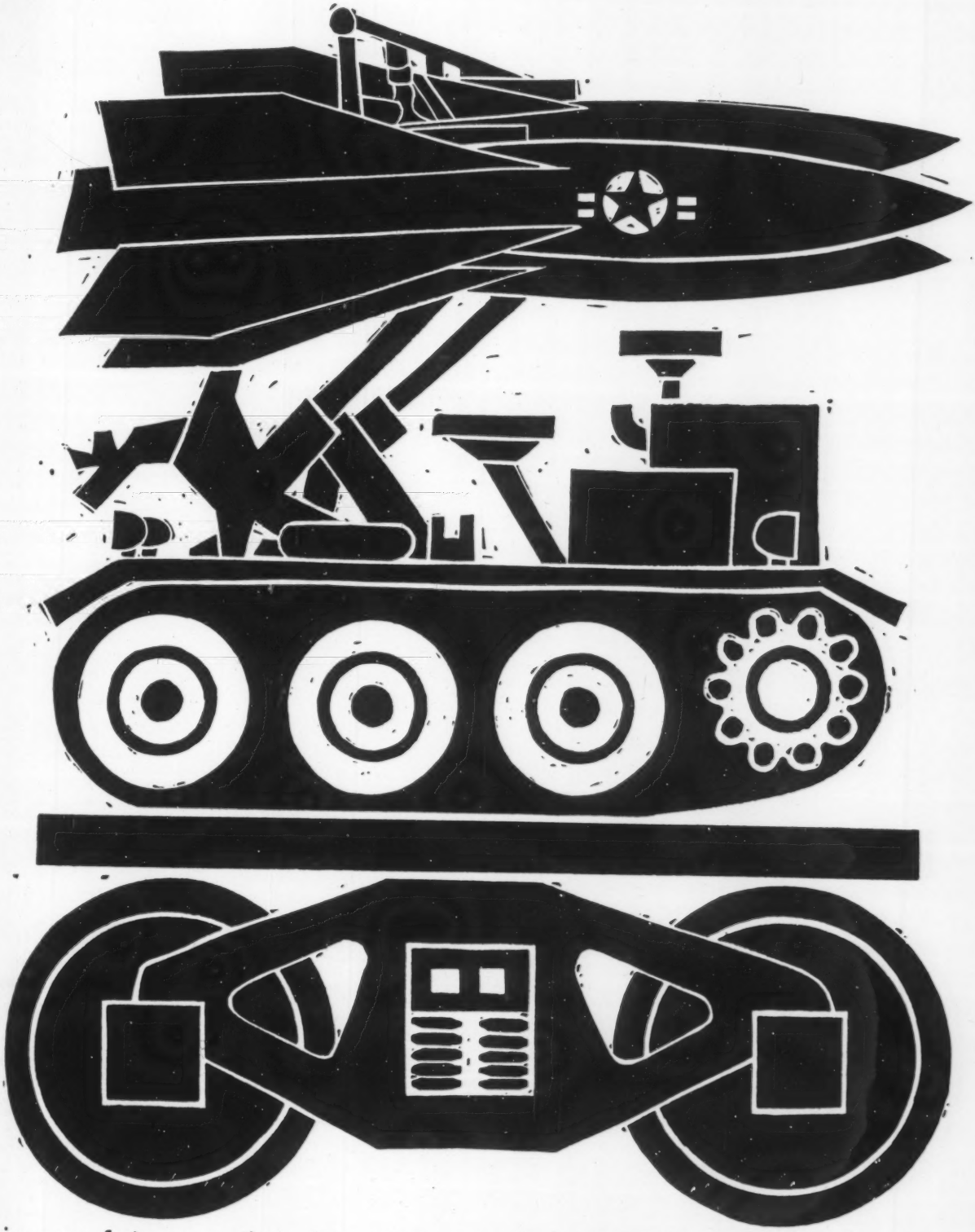
Not all stations in this market operated a full year during 1959.
* Data not published for groups of less than 3 stations.
** Data withheld because third station in this market in operation for short period during 1959.

A three-year track record at networks & stations

BROADCAST REVENUES, EXPENSES AND INCOME OF 3 TV NETWORKS AND 519 TV STATIONS
1959 - 1958 - 1957
($ Millions)

	1959	1958[2]	1957[1]
	Broadcast Revenues		
3 Networks (including 17 owned and operated stations *)	$576.1	$516.7	$467.9
93 Pre-Freeze television stations	291.2	263.6	261.3
Subtotal	867.3	780.3	729.2
Post-Freeze television stations:			
334 VHF stations	268.6	223.6	187.3
77 UHF stations	28.0	26.1	26.7
Industry total	$1,163.9	$1,030.0	$943.2
	Broadcast Expenses		
3 Networks (including 17 owned and operated stations *)	$488.2	$439.7	$397.2
93 Pre-Freeze television stations	196.1	187.8	179.3
Subtotal	684.3	627.5	576.5
Post-Freeze television stations:			
334 VHF stations	228.8	202.3	176.5
77 UHF stations	28.5	28.3	30.2
Industry total	$941.6	$858.1	$783.2
	Broadcast Income (Before Federal Income Tax)		
3 Networks (including 17 owned and operated stations *)	$ 87.9	$77.0	$ 70.7
93 Pre-Freeze television stations	95.1	75.8	82.0
Subtotal	183.0	152.8	152.7
Post-Freeze television stations:			
334 VHF stations	39.8	21.3	10.8
77 UHF stations	(.5)	(2.2)	(3.5)
Industry total	$222.3	$171.9	$160.0

( ) Denotes loss.
[1] 1957 data cover 3 networks and 16 owned and operated stations; 95 pre-freeze and 390 post-freeze stations (302 VHF and 88 UHF).
[2] 1958 data cover 3 networks and 19 owned and operated stations; 94 pre-freeze and 401 post-freeze stations (322 VHF and 79 UHF).
* Includes three post-freeze stations (2 UHF and 1 VHF). The two UHF stations were sold prior to December 31, 1959.



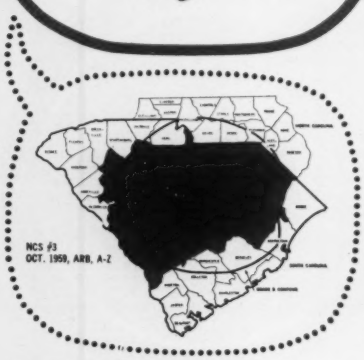
in any future national emergency, the principal burden of transportation will fall upon the railroads (in World War II, 90% of all military freight moved by rail).

In everyone's interest, public policy should give the railroads the opportunity to compete with other forms of transportation on a fair and equal basis.
ASSOCIATION OF AMERICAN RAILROADS, WASHINGTON, D. C.

"some days a man can't make a plugged nickel"

Says MAJOR SELLINGFORCE
(Ambrose W., at your service)

Ever get the feeling you're getting nowhere fast, old snake-killer? I did . . . that's why I gave up Indian scouting and scooted back home to South Carolina to plan ahead. Started with that 1,526-foot tower that gives WIS-TV the power to deliver the whole state (or pretty near) for **one buy.** Me, old Major Sellingforce, I planned the state so Columbia would be **SOUTH CAROLINA'S BIGGEST METROPOLITAN AREA IN THE 1960 CENSUS** . . . and that it is! Down here, population sales are jumping like a sausage on a pan. Join up with WIS-TV, old flint-dodger. It's a fighting outfit . . . MAJOR SELLING FORCE IN SOUTH CAROLINA . . . way ahead of whatever's in second place. Ask me for a folder that tells my whole life story, the good with the bad.



WIS-TV NBC/ABC

COLUMBIA, SOUTH CAROLINA

a station of

THE BROADCASTING COMPANY OF THE SOUTH

WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

Which kind profited—which kind lost (vhfs & uhfs; pre-freeze & post-freeze stations)

TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING NUMBER REPORTING PROFIT OR LOSS

[Stations Operating Full Year 1959 Only]

Total Broadcast Revenues	Pre-Freeze VHF		Post-Freeze VHF		Post-Freeze UHF	
	Profit	Loss	Profit	Loss	Profit	Loss
Over $8,000,000	7	—	—	—	—	—
6,000,000 - 8,000,000	10	1	—	—	—	—
4,000,000 - 6,000,000	15	—	3	—	—	—
3,000,000 - 4,000,000	16	2	4	—	—	—
2,000,000 - 3,000,000	28	1	17	—	—	—
1,500,000 - 2,000,000	14	1	20	1	—	—
1,000,000 - 1,500,000	6	1	41	3	3	—
800,000 - 1,000,000	1	—	26	6	4	1
600,000 - 800,000	1	3	43	8	9	1
400,000 - 600,000	—	—	51	8	7	5
200,000 - 400,000	—	—	27	24	7	12
100,000 - 200,000	—	—	1	24	3	6
Less than 100,000	—	—	4	9	2	9
Total operating full year 1959	98	9	237	83	35	34

NOTE: Excludes 6 satellite stations whose financial data are included with their parent station.

Breaking down profit & loss of the three tv networks & 519 television stations

BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 519 TV STATIONS

1959

Item (1)	3 Networks (2)	17 Network Owned & Operated Tv Stations[1] (3)	502 Other TV Sta (4)	Total 3 Networks and 519 TV Sta (5)
		($ Millions)		
A. Revenues from the sale of time:				
1. Network time sales:				
a. Sale of network time to advertisers	$443.3	$ —	$ —	$ —
Total network time sales	443.3	—	—	—
2. Deductions from network revenue from sale of time to advertisers				
a. Paid to owned and operated stations	30.5	—	—	—
b. Paid to affiliated stations	125.0	—	—	—
Total participation by others (excluding commissions) in revenue from sale of network time	155.5	—	—	—
3. Total retentions from sale of network time	$287.8	$ 30.5	$127.5[2]	$445.8
4. Non-network time sales:				
a. National and regional advertisers	—	92.6	331.6	424.2
b. Local advertisers	—	27.3	173.3	200.6
Total non-network time sales	—	119.9	504.9	624.8
5. Total time sales	287.8	150.4	632.4	1,070.6
6. Deduct - Commissions to agencies, representatives, etc.	66.7	21.9	91.6	180.2
7. Net time sales	221.1	128.5	540.8	890.4
B. Revenues from incidental broadcast activities:				
a. Talent	181.7	4.4	10.9	197.0
b. Sundry broadcast revenues	35.7	4.7	36.1	76.5
Total incidental broadcast activities	217.4	9.1	47.0	273.5
Total broadcast revenues	438.5	137.6	587.8	1,163.9
C. Total broadcast expenses	406.5	81.7	453.4	941.6
D. Broadcast income (before Federal Income Tax)	$ 32.0	$ 55.9	$134.4	$222.3

[1] Includes data for two network owned and operated uhf stations that were sold prior to December 31, 1959.

[2] Total retentions from sale of network time of $127.5 million by 502 other tv stations includes revenues received from miscellaneous tv networks in addition to receipts from the 3 national tv networks.

SEE FOR YOURSELF WHY ONE STATION DOES AROUND 80% OF THE LOCAL BUSINESS IN DES MOINES

Central Surveys Study (Feb. 1960) Ask Katz for the facts

Most Watched Station . . . KRNT-TV!

Most Believable Personalities . . . KRNT-TV!

Most Believable Station . . . KRNT-TV!

Most People Would Prefer KRNT-TV Personalities As Neighbors!

Most People Vote KRNT-TV
The Station Doing the Most to Promote Worthwhile Public Service Projects!

Nielsen (Feb. 1960) Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where Your Distribution is Concentrated

ARB (Mar. 1960) Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where the Points Count the Most for You.

Ask Katz about Central Iowa Advertisers

See for yourself the list of local accounts whose strategy is to use this station almost exclusively. It reads like who's who in many classifications—Foods and Financial Institutions, to name a couple.

See for yourself the new, tried and proved power concept of these companies of concentrating on one station. See for yourself how they use this station to get distribution and produce sales. The bold concept used by these companies discards the old strategy of a little here, a little there, a little some place else. Old strategy oftentimes results in a dissipation of efforts.

See for yourself why KRNT-TV regularly carries around 80% of the local business. See for yourself that this station is a big enough sales tool to win your sales battle if it's used in a big enough way.

KRNT-TV
DES MOINES
A COWLES STATION

Profile of tv stations that had sales of at least $25,000

Table 7

PRINCIPAL EXPENSE ITEMS OF TV STATIONS[1] WITH $25,000 OR MORE TIME SALES CLASSIFIED BY VOLUME OF REVENUES
[Stations Operating Full Year 1959 Only]

Broadcast Revenues	No. of Stations	Average Per Station: Total Expenses	Salaries and Wages	Film	Talent	Depreciation	All Other
Less than $100,000	19	$127,033	$37,636	$25,844	1,641	$23,216	$38,696
100,000- 200,000	34	208,032	80,540	21,993	4,207	27,360	73,932
200,000- 300,000	38	262,831	102,295	28,340	5,502	35,627	91,067
300,000- 400,000	32	382,186	135,506	50,023	8,437	42,491	145,729
400,000- 500,000	34	409,926	165,483	45,612	9,978	51,940	136,913
500,000- 600,000	37	508,384	197,519	53,141	9,657	63,370	184,697
600,000- 700,000	37	629,040	240,722	91,087	10,678	85,931	200,622
700,000- 800,000	28	699,778	279,175	99,927	13,524	74,992	232,160
800,000-1,000,000	38	810,047	308,167	109,065	19,563	110,754	262,498
1,000,000-1,500,000	54	968,254	360,569	134,788	24,765	106,305	341,827
1,500,000-2,000,000	36	1,345,943	492,898	209,266	32,669	146,403	464,707
2,000,000-3,000,000	46	1,722,251	617,848	292,024	62,166	173,837	576,376
3,000,000-4,000,000	22	2,311,514	888,197	434,997	94,443	171,598	722,279
4,000,000-5,000,000	10	2,950,784	1,049,665	592,612	196,525	184,645	927,337
5,000,000-7,500,000	14	3,936,825	1,235,870	992,933	293,955	165,755	1,248,312
Over -$7,500,000	12	6,431,213	1,547,216	1,618,442	352,932	253,234	2,659,389
Total All Stations	491	$1,080,852	$375,941	$195,736	$45,361	$97,594	$366,220
Total Pre-freeze Stations	107	$2,549,331	$834,551	$535,113	$134,227	$162,262	$883,178
Post-freeze Stations:							
VHF	319	$721,426	$261,923	$108,832	$19,689	$85,655	$245,327
UHF	65	427,464	180,569	50,164	9,415	51,495	135,821
Total Post-freeze Stations	384	$671,667	$248,152	$99,158	$18,017	$79,812	$226,528

[1] Excludes data for 5 post-freeze stations (1 VHF and 4 UHF) operating full year 1959 with less than $25,000 in time sales which are not required to report detailed expense data.

Note: Also excludes data for 6 full year operating satellite stations whose financial data are included with their parent station.

The expense tab

Table 6
BROADCAST EXPENSES OF 3 TV NETWORKS AND 519 TV STATIONS
1959

Type of Expenses (1)	3 Networks (2)	17 Network Owned and Operated TV Stations[1] (3)	502 Other TV Stations (4)	Total 3 Networks and 519 TV Stations (5)
	($ Thousands)			
Technical	$ 39,977	$14,104	$ 73,762	$127,843
Program	316,097	40,835	188,975	545,907
Selling ..	20,589	8,598	53,726	82,913
General and Administrative	29,872	18,171	136,963	185,006
Total Broadcast Expenses	$406,535	$81,708	$453,426	$941,669

[1] Includes data for two network owned and operated UHF stations that were sold prior to December 31, 1959.

Spot radio's pace

Radio spot advertising billings during the first six months of 1960 dipped almost imperceptibly under the total for the same period a year ago, according to estimates compiled by Station Representatives Assn. SRA's estimates: $85,909,000 as compared to $85,923,000 for the first six months of 1959. The figures are compiled for SRA by the accounting firm of Price, Waterhouse & Co. They represent gross billings, before commissions. They are subject to adjustment when FCC's official radio figures for 1959 become available later this year.

ABA MEET IGNORES CANON 35

Crime shows on tv subject of discussion
Six radio-tv shows honored with awards

The American Bar Assn. brushed aside the matter of broadcast coverage in the courtroom at its annual convention, held last week in Washington. But, it gave six Gavel Awards to radio-tv stations for distinguished service in promoting understanding of law and justice.

Canon 35, anti-broadcast rule of the ABA, was slated for consideration before the House of Delegates but official ABA sources said the matter was not brought before the house.

Dozens of sectional meetings were held during the convention, including a panel at which crime portrayal by news media was discussed in blunt terms.

A last-minute addition to the agenda, announced Aug. 30, was a speech by Adlai Stevenson, Democratic presidential nominee in the 1952 and 1956 campaigns. He replaced Vice President Richard M. Nixon, who could not appear because of his illness. President Eisenhower spoke Aug. 29.

Honors ■ These gavel awards were presented for television programs:

KPIX-TV San Francisco, Westinghouse Broadcasting Co. station, "for fostering public understanding of the processes of criminal law through its documentary tv production, *A Life in the Balance.*" Donald H. McGannon, WBC president, accepted the award.

WRC-TV Washington, NBC o&o station, "for increasing public understanding of the role of juvenile courts in the American judicial system." Joseph Goodfellow, vice president-general manager of WRC-TV, accepted the award.

Paisano Productions, Hollywood, "for dramatizing basic legal safeguards afforded to accused persons through the *Perry Mason* television program." Raymond Burr, star of the show, accepted the gavel.

Tulane Close-Up, Tulane U., New Orleans, "for the nationally televised program *With Justice for All,* explaining the functions of legal aid and defender services in aiding indigent persons." Dr. Herbert E. Longenecker, Loyola president, accepted the award.

Two radio awards were presented:

WRCV Philadelphia, NBC o&o station, "for contributing to public understanding of the administration of justice through the radio series *Law in Action.*" Raymond W. Welpott, vice president-general manager, accepted the award.

WHAS Louisville "for increasing public understanding of the American system of law and justice through the radio series *It's the Law,*" Victor Sholis, vice president, accepted the award.

Four newspaper gavel awards went to the *Washington Post, Pittsburgh Post-Gazette, Portland Oregonian* and Lind-

YOU MAY NEVER LIVE IN THE OLDEST CASTLE*—

BUT... WKZO-TV Gets Results "Fit For A King" In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(February, 1960)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	59,600	37,800	61%	39%
Noon-3 p.m.	73,900	57,200	56%	44%
3 p.m.-6 p.m.	68,000	61,600	52%	48%
Sun. thru Sat.				
6 p.m.-9 p.m.	158,200	90,600	63%	37%
9 p.m.-Midnight	130,500	67,700	65%	35%

**Oldest fortified castle in the world is at Gomdan (Kingdom of Yemen, Arabia) dating prior to 100 A.D.*

WKZO-TV is the "palace royal" for advertisers in Kalamazoo and Grand Rapids (two of America's 51 fastest-growing city-markets) and in Greater Western Michigan, one of America's 20 largest television markets!

Every day, WKZO-TV carries news of your product to more of the market's 600,000 television homes than *any other station.* WKZO-TV delivers an average of 70% more homes per quarter hour than Station 'B,' Sunday through Saturday, 6 p.m.-9 p.m. (NSI—February, 1960).

For all the rest of outstate Michigan worth having, add WWTV to your WKZO-TV schedule. *If you want it all, give us a call!*

AM-TV-FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

say-Schaub Newspapers, Decatur, Ill.

Whitney North Seymour was inducted as ABA president. He is an authority on constitutional law and represented NAB as special counsel in appearances at the FCC program hearings last winter and Senate legislative hearings in May.

Kintner Speaks ■ The Federal Trade Commission's radio and tv advertising unit has reviewed 5,175 radio and tv continuities during the fiscal year 1960 —from July 1, 1959 to June 30, 1960, FTC Chairman Earl W. Kintner said in an address on food, drug and cosmetic law.

The work of the monitoring unit, Mr. Kintner said, extended also to a review of 142 magazines and 626 newspapers. All in all the FTC chairman said, the unit has looked over 203,841 advertisements in all three media.

In a discussion of the work of the unit, Mr. Kintner made it clear that despite its name the group scrutinizes all media. This has proved most economical, he said. He also disclosed that the monitoring unit maintains liaison with the Alcohol Tax Div., of the Internal Revenue Service and forwards to that agency radio and tv commercials for beer, wine and other alcoholic beverages. In the last 12 months, Mr. Kintner stated, 3,567 such advertisements were segregated and forwarded to the treasury unit.

ABA adopted a resolution urging federal regulatory agencies to amend their rules of practice so only attorneys appearing on behalf of parties directly involved would be heard during top-level review of examiners' recommendations. The resolution was offered by Mr. Kintner. He said the rule would relieve members of Congress of "making speeches on behalf of their constituents" before regulatory agencies.

Critical Moderator ■ In approaching the problem of crime portrayal in public media, the ABA named William B. McKesson, district attorney of Los Angeles County and chairman of ABA's crime-media committee, to moderate a panel.

Mr. McKesson opened with a half-hour castigation of radio-tv and newspapers, citing familiar anti-broadcast statements but ignoring pro-broadcast studies and statements. His onesided presentation moved Charles H. Tower, NAB tv vice president and panel member, to say, "Our moderator's opening statement sounded to me more like a criminal complaint than a description of the subject to be discussed. This, I suppose, is a pardonable offense for one who has so ably and conscientiously devoted his time and talents to the vital role of public prosecutor."

Also taking sharp issue with Mr. McKesson was Charles Fletcher-Cooke, of London, Member of Parliament, who contended publication and broadcasting of crime news is desirable, with the alternative of no publicity much

NAB's Radio Code: On the road to prosperity

NAB's pay-as-you-go Radio Code, a grown-up version of the old standards of practice, has passed the 600-mark in subscribers.

Once a non-paying honor system document with statements of ethical requirements, the code now is operating on a basis parallel with the NAB Tv Code. Although the new code setup has just gotten off the ground, its subscriber list promises continued growth.

The next step will be appointment of a fulltime director to administer the code. The director will operate under supervision of John F. Meagher, NAB radio vice president.

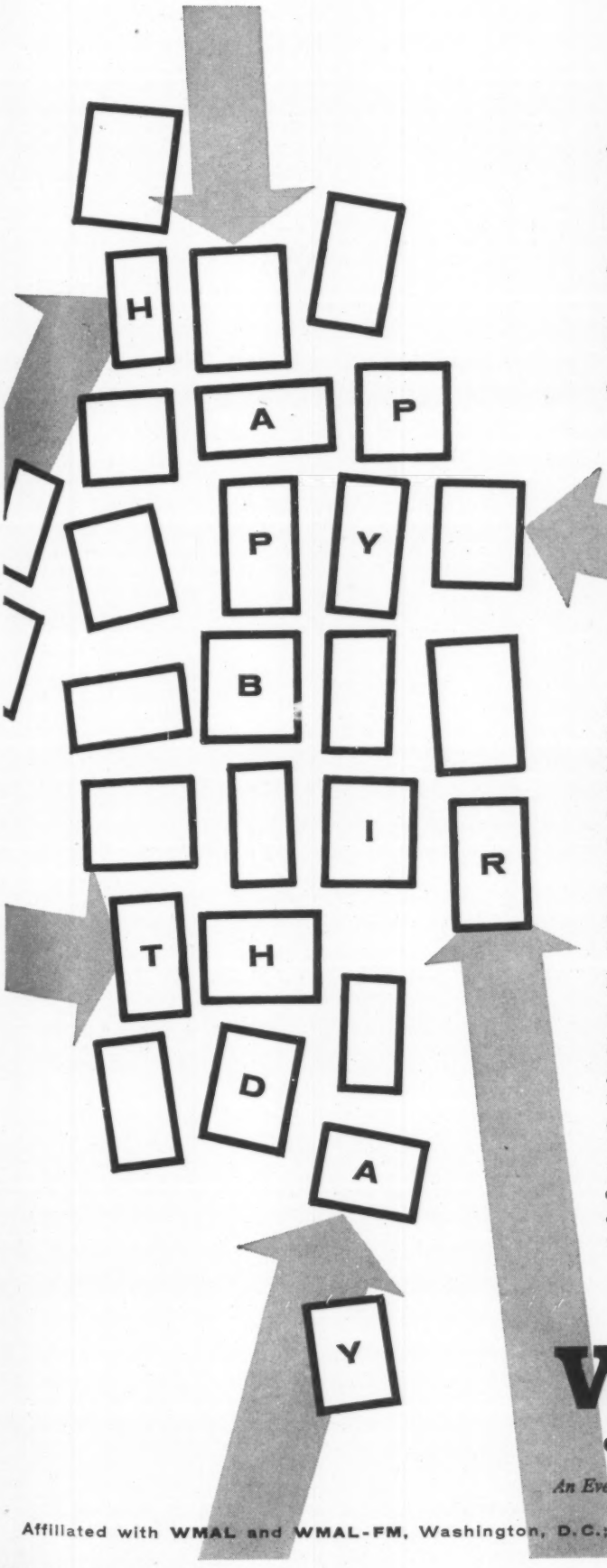
When the code was overhauled July 1, its rolls were opened for the first time to non-NAB stations. The enforcing agency is headed by Cliff Gill, KEZY Anaheim, Calif., who presided at a code board meeting held Aug. 28 in Washington.

NAB's campaign to explain code benefits will be operated through state broadcasters associations, supported by the NAB station relations staff, headed by William Carlisle. A complete radio code presentation is planned at the series of eight Fall Conferences starting Oct. 13 in Atlanta (see conference schedule, page 18).

The new director will aid in preparing a monitoring program to check on enforcement of code provisions. An audio symbol for broadcast use by subscribers is being worked out.

Merrill Lindsay, WSOY-AM-FM Decatur, Ill., member of the NAB Policy Committee, took part in the Aug. 28 code meeting. Also representing NAB, besides Mr. Meagher, were Everett E. Revercomb, acting administrator and secretary-treasurer; John M. Couric, public relations manager; Douglas A. Anello, chief counsel, and John Degnan, assistant to Mr. Meagher.

NAB Radio Code Board ■ (L to r): James L. Howe, WIRA Fort Pierce, Fla.; Elmo Ellis, WSB Atlanta; Richard O. Dunning, KHQ Spokane, Wash.; Herbert L. Krueger, WTAG Worcester, Mass.; Cliff Gill, KEZY Anaheim, Calif., chairman; Robert L. Pratt, KGGF Coffeyville, Kan.; Robert B. Jones Jr., WFBR Baltimore; George J. Volger, KWPC Muscatine, Iowa; Cecil Woodland, WEJL Scranton, Pa.



WHEN DID THEY FIND TIME FOR WORK?

In agency "X", a real togetherness outfit, there is extensive exchange of birthday cards every year. Each executive sends one to all other executives, one to every worker and, naturally, one to the president. Each worker sends one to each executive (there are no secrets), one to all other workers, and one to the president, naturally. There are, naturally, twice as many executives as workers. Nine hundred cards are sent in a year's time.

How many workers in agency "X"?

The correct answer will win you a copy of Dover Publications' "Amusements in Mathematics"—*plus* one birthday card next time you're thirty-nine.* Oldtimers need not despair. There are different prizes for repeat winners.

** Plus a picture (personally autographed by our copywriter) of Sophia Loren or Jack Kelly, a couple of the stars who'll be seen in our new first-run, Grade A late-night movies.*

wmal-tv abc

Channel 7 Washington, D.C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D.C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

ALWAYS shoot in color . . . Eastman Color Film . . . You'll be glad you did.

For example, helping LESTOIL seek out and sell millions of housewives through brilliant, imaginative, instantly understood ANIMATION is possible only with film.

In fact, film—and film alone—does these 3 things for you: (1) gives you crisp, vivid animation; (2) provides high-polish commercials rich with optical effects; (3) assures penetration and coverage the world over.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

Advertiser: LESTOIL Inc.
Producer:
Robert Lawrence Animation Inc.
Advertising Agency:
Jackson Associates Inc.

worse. "A small minority in England seizes crime programming as a stick to beat United States broadcasting," he said, adding no connection between tv crime programs and the increase in crime has been proved.

"There is no increase in the carrying of guns," he said in defending television. "There is no evidence that a normal child is in any way induced to crime. Our children regard westerns as remote costume pieces, drawing a sharp distinction between fiction and documentary fact."

In England ■ Mr. Fletcher-Cooke said many people in his country regard the Independent Television Authority as weak and possessed of few but critical sanctions. "Suspension of a station is like the hydrogen bomb—too flagrant to be used except in exceptional cases," he said.

The competition of the ITA tv stations in Great Britain "has been extremely good for the BBC," he said, adding, "I would view with great alarm any reversal of that trend." He argued parental authority "is more important than all the mass media in the world."

Crime portrayal in media is a basic sociological and psychological problem, not a media problem, Mr. Tower contended. Those who don't like what most people like on television constitute "a small but presumably chosen band of people who believe that America is going to hell in a television picture tube," he said.

Mr. Tower cited an NAB analysis of a typical programming week in Washington, with variety-comedy, drama and adventure constituting 38% of time, westerns 9%, cultural and interview, 9%, and down to private detective 3%, police 3%, courtroom 3% and mysteries 1½%. He reminded that in terms of popular selection "Matt Dillon will beat Bill Shakespeare to the draw every time, and by a wide margin. Broadcasters will continue to serve up some Shakespeare, perhaps not enough for those who want no Dillon and all Shakespeare, but still a significant amount." He analyzed the basis for the popularity of crime and adventure programs.

Tv and J.D. ■ "There are to my knowledge no studies showing a causal relation between television and juvenile delinquency," Mr. Tower said. He said broadcasters will continue to program to the best of their ability and "resist the deceptively easy course of government directive because we believe that a free society in today's world rests more importantly than many people realize on a free system of broadcasting." He said self-regulation through the NAB Tv Code is bringing improved standards.

Ashbrook Bryant, of the FCC network study office, said tv crime programs aren't likely to affect a normal child but might have an impact on a frustrated, emotionally disturbed child. He argued criticism of broadcast programming "isn't thought up by dissidents merely to embarrass broadcasters." He said Sec. 326 of the Communications Act and the First Amendment properly forbid the FCC from censoring programs or penalizing program material it thinks is bad, aside from obscenity and related material.

Tom Cameron, *Los Angeles Times* crime reporter, said newspapers can't change the community image. He said there were 105,227 major crimes in Los Angeles last year, but only a small percentage were reported in the newspapers. He said newspapers have raised the standards of crime portrayal.

In a pre-convention ABA panel, several attorneys clashed on the ethics of lawyer participation in tv programs portraying trials. Herman F. Selvin, Los Angeles attorney, said tv shows are incompatible with legal ethics because their first requirement is audience appeal. Arguing in favor of trial programs were Richard F. Hayden and Quenton C. Ogren, Los Angeles lawyers, and Gilbert Giordano, Washington. They took the position it was better to have the programs conducted with supervision of lawyers and emphasized creation of greater public understanding of the judicial process and function of lawyers.

In a pre-convention copyright session Joseph A. McDonald, communications attorney, served as chairman of a panel. Application of copyright to electronic media was reviewed. Vincent T. Wasilewski, NAB vice president, participated in the discussion.

Rep appointments

■ WSJS-AM-FM-TV Winston-Salem, N.C.: Peters, Griffin, Woodward, N.Y.

■ WAME Miami: Adam Young Inc., N.Y.

■ WKNB New Britain-Hartford, Conn.: George P. Hollingbery Co., N.Y.

■ WHIL Medford (Boston), Mass. and WJBW New Orleans, both Tarlow Assoc. stations: Forjoe Co., N.Y.

■ WIST Charlotte, N.C.: Adam Young Inc., N.Y.

■ WWMT (FM) New Orleans: Good Music Broadcasters Inc., N.Y.

■ WEIR Weirton, W.Va.; WDNG Anniston, Ala.; WSKY Asheville, N.C.; WICK Scranton, Pa.; WJPR Greenville, Miss.; WWML Portage, Pa.; WTCS Fairmont, W.Va.; WAPX Montgomery, Ala.; Spot Time Sales Inc., N.Y.

MORE EARS THAN EYES IN DAY?

RAB says radio outdraws tv in daytime

The Radio Advertising Bureau last week unveiled a new study which asserts that radio's penetration of the adult consumer audience is "consistently greater" than television's during the daytime hours when "most buying takes place."

RAB President Kevin B. Sweeney, outlining the results of the study, told a news conference in New York last Wednesday (Aug. 31) that the bureau was aiming at daytime tv's advertising billing. He estimated that daytime tv is grossing about the same as daytime radio—approximately $550 million annually.

The study makes two main points: (1) daytime radio outranks daytime tv in adult audience and (2) adults are the only important audience for most advertisers.

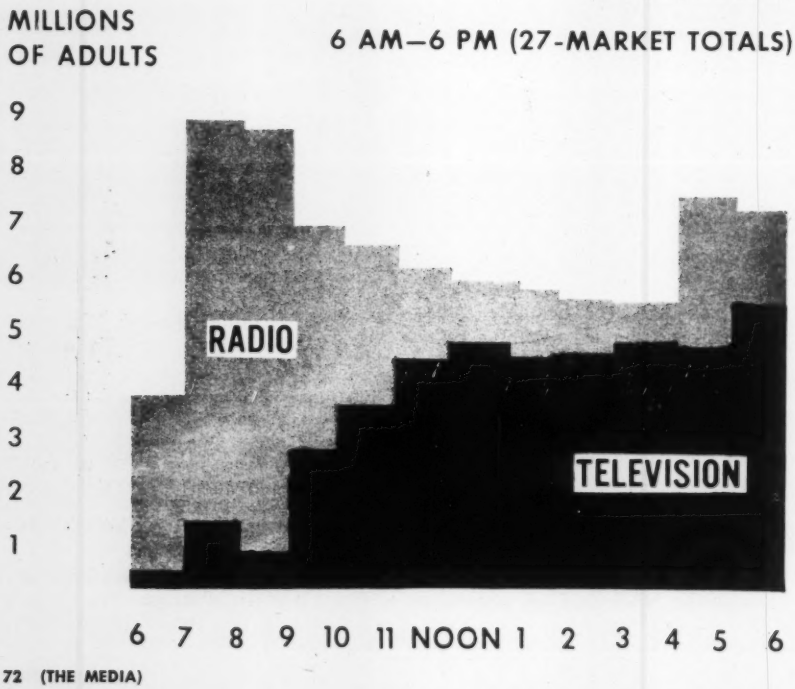
RAB's conclusions regarding the size of the adult audience during daytime hours (defined as before 6 p.m.) are based on research conducted for the bureau by The Pulse Inc. in 27 metropolitan markets during the winter of 1960. RAB supports its claim that adults (over 18 years old) are the only important audience for most advertisers by citing published research on buying habits in groceries and supermarkets, department stores and drug stores.

The study shows that radio's adult audience surpasses tv's in every hour from 6 a.m. to 6 p.m. (see chart). RAB noted that a comparable study conducted in the winter of 1958 showed that radio had a "substantial edge" over tv in daytime adult audience penetration, but added that the winter 1960 figures indicate that radio has increased the edge by 6.5% in the average hour between 6 a.m. and 6 p.m.

The study points out that the proportion of adults in radio's audience in 1960 has held steady or gained since 1958, while in tv, it has decreased. For example, RAB said, the daytime audience in radio averaged out to 87% adult in 1958 and 88% in 1960, while tv's averaged out to 62% in 1958 and 61% in 1960.

To bolster its contention that adults are the significant audience for most advertisers, RAB offers statistics gleaned from various marketing studies which claim, for example, that 98.2% of food and grocery buyers are adult; 85% of all department store traffic is adult and 95% of all drug and toiletry purchases are made by adults. RAB asserts that children have "very little influence" on brand choice, even for products traditionally considered "children's" products. In this connection, the study points to research data that indicates that for purchases of ice cream and sherbet, peanut butter, bread and chocolate milk, children have "little influence" on brand decisions.

RAB officials will be showing the study to leading advertisers and agencies and copies will be distributed to more than 3,000 agencies and advertisers. RAB member stations will be making presentations, based on the study, to local advertisers.



Advice from WXYZ-TV

WXYZ-TV Detroit has formed an advisory committee on commercial productions to serve as consultants to advertising agencies. The council will provide information on new techniques in the creation of tv commercials, and will answer technical questions, solve production problems and advise on matters of staging, continuity, engineering and direction. The station's president, John F. Pival, drew the group of experts from WXYZ-TV's graphic arts, video tape recording, direction, scenery, continuity direction and staging departments. Mr. Pival commented that he feels that since it is difficult even for people directly involved in the broadcasting industry to keep abreast of rapid developments, the council will aid advertisers to realize the possibilities of the medium.

■ Media reports

KBLA sued ■ Charging breach of contract, Lisa Robinson, disc jockey and self-styled "high priestess of jazz" last week filed a $2,015,000 damage suit against KBLA Burbank, in Los Angeles Superior Court. She charges that KBLA sold her midnight to 5 a.m. station time and seven days later cancelled her show.

Car pools ■ WIP Philadelphia last Thursday (Sept. 1) instituted a special car pool telephone service, arranging to bring together riders and drivers during the Pennsylvania Railroad strike. On Thursday, the first day of the strike, calls came from drivers as far away as Cape May, N.J., and Wilmington, Del., WIP General Manager Harvey Glascock reported. He said the service would continue as long as the need exists.

Official consultant ■ Broadcasters Promotion Assn. will serve as official radio-tv consultant for Junior Achievement's national headquarters in New York. Working through education and professional standards committee, BPA has prepared announcements for public service broadcasts and distributed them to local JA franchises. Among commitments thus far are NBC-TV's *Dave Garroway Show* and CBS-TV's *General Electric Theatre*, plus "star" endorsements by certain tv personalities.

Local talent ■ WINF, good music sta-

tion in Manchester, Conn., is co-sponsoring a community symphony orchestra which now has over 50 members, most of them amateurs. The project was developed by John Gruber, who conducts a classical-music program on WINF and is music critic of the *Manchester Evening Herald,* co-sponsor. Mr. Gruber invited people who had once played musical instruments fairly well to apply even though they might be out of practice. He offered to lead the orchestra. The local board of education has supplied practice space and the group intends to give a series of concerts beginning next spring.

CBS-TV workshop ■ Applications are being accepted for the second annual seminar, *CBS Television Workshop,* for new writers and directors, starting Sept. 19. *Workshop* telecasts this season begin Sunday, Oct. 2 (noon-1:30 p.m. EDT), but subsequent shows will be in the Sunday, noon to 12:55 p.m., period. Writer and director applicants may send samples or summaries of their work to The McCleery Unit, Room 500, CBS-TV Network Production Center, 524 W. 57th St., New York 19, N.Y.

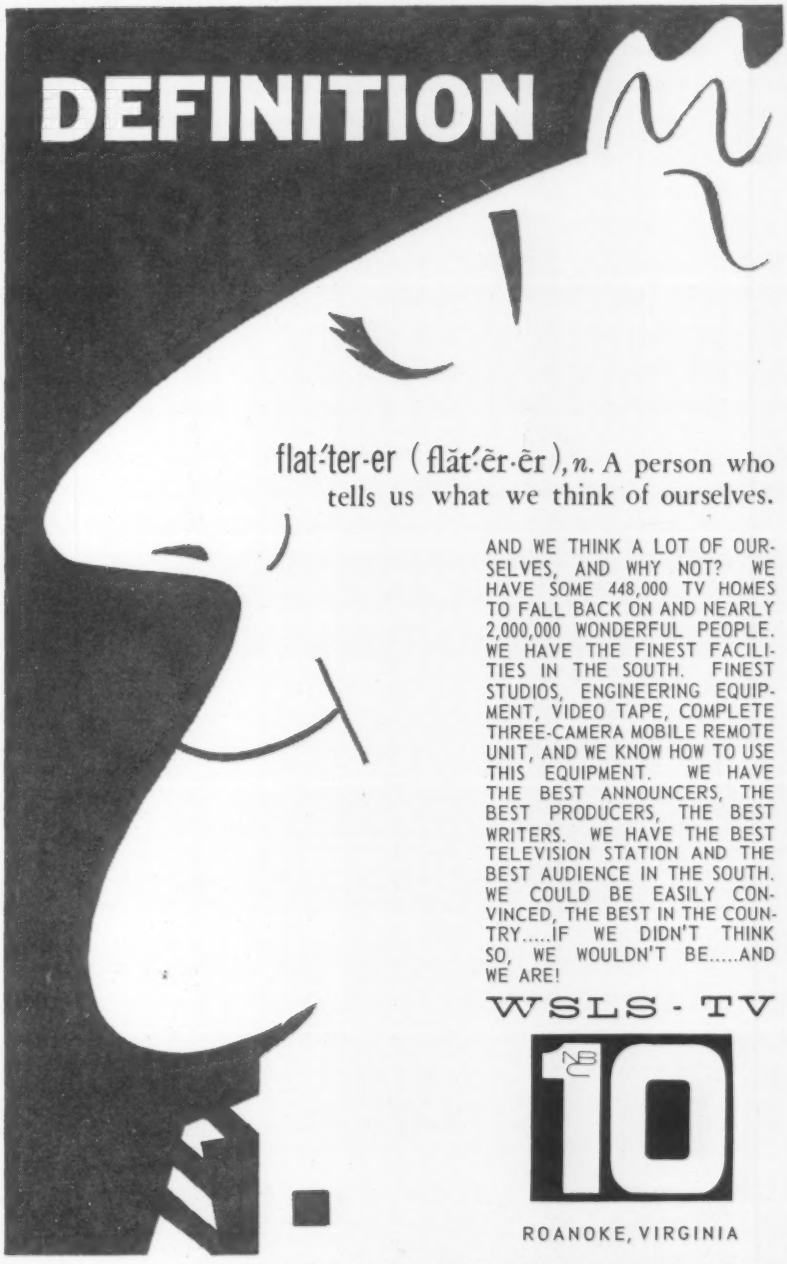
Keystone adds ■ Fifteen stations have joined the roster of Keystone Broadcasting System: KCLF Clifton, KZOW Globe and KGLU Safford, all Arizona; KRCK Ridgecrest, Calif.; WIRV Irvine, Ky.; KMIS Portageville, Mo.; KVAS Astoria and KWVR Enterprise, both Oregon; WFIS Fountain Inn, S.C.; WBNT Oneida, Tenn.; KMCO Conroe and KLUE Longview, both Texas; WFLS Fredericksburg, Va.; WBOY Clarksburg, W.Va., and WXMT Merrill, Wis.

Vtr roundup ■ WNBQ (TV) Chicago last week rounded out its video tape recording installation with the acquisition of new kinescope transfer equipment. The system makes it possible for clients to make black-and-white film copies of programs or commercials to use on stations not yet equipped with video tape playback facilities. Additionally, WNBQ can make direct kinescopes. WNBQ's vtr equipment is adaptable for both color and black-and-white and includes four machines, editing facilities and the new transfer system.

Closed circuit etv ■ The Chicago Board of Education has taken these actions involving closed circuit tv: (1) approved a contract with the Chicago Educational Television Assn. (WTTW) for $180,000 for the fifth straight year of junior college courses (some 1,500 half-hours) September 1960-June 1961; (2) announced a $59,997 contract with Motorola Communications & Electronics Co. for experimental installation of a closed circuit etv system at a Chicago elementary school (Richard E. Byrd). Facilities would include $91,227 in equipment and $10,000 in engineering services for installation, with the sum above the Motorola contract to be underwritten as a gift by its president, Robert W. Galvin.

Unanimous ■ A proposal to amend the bylaws of the California Broadcasters Assn. to include associate memberships for individuals and firms in broadcasting-connected activities was unanimously approved by the CBA board at a meeting in San Francisco Aug. 12. The amendment will be submitted to the full CBA membership at the annual meeting, to be held Nov. 18 in Fresno.

High gross ■ Total motion picture theater gross may attain an all-time high of $1.5 billion in 1960, Albert Sindlinger, president of Sindlinger Co., Norwood, Pa. reports. He noted that although attendance at theatres was down 6.5% in the first seven months of 1960 from 1959 levels, the gross is keeping pace with the peak year of 1946. He explained this apparent paradox by pointing out that the average admission price has risen to 69 cents from 60 cents in 1959. He said the motion picture public is becoming more selective each year.


DEFINITION
flat·ter·er (flăt'ĕr·ĕr), n. A person who tells us what we think of ourselves.
AND WE THINK A LOT OF OURSELVES, AND WHY NOT? WE HAVE SOME 448,000 TV HOMES TO FALL BACK ON AND NEARLY 2,000,000 WONDERFUL PEOPLE. WE HAVE THE FINEST FACILITIES IN THE SOUTH. FINEST STUDIOS, ENGINEERING EQUIPMENT, VIDEO TAPE, COMPLETE THREE-CAMERA MOBILE REMOTE UNIT, AND WE KNOW HOW TO USE THIS EQUIPMENT. WE HAVE THE BEST ANNOUNCERS, THE BEST PRODUCERS, THE BEST WRITERS. WE HAVE THE BEST TELEVISION STATION AND THE BEST AUDIENCE IN THE SOUTH. WE COULD BE EASILY CONVINCED, THE BEST IN THE COUNTRY.....IF WE DIDN'T THINK SO, WE WOULDN'T BE.....AND WE ARE!
WSLS · TV
NBC
10
ROANOKE, VIRGINIA
NATIONAL REPRESENTATIVES, BLAIR TELEVISION ASSOCIATES

TV HOMES: NEARING SATURATION

New U.S. Census figures are bigger than industry estimates

More than 46.5 million homes have one or more tv sets, according to a May study by the U.S. Census Bureau.

In one of a series of semi-annual sample surveys conducted for Advertising Research Foundation, the bureau found that 88% of the 52.6 million homes had tv receivers in the month of May.

The figure surpasses estimates made last winter by A.C. Nielsen Co. (45.2 million tv homes, 87% saturation, without Alaska and Hawaii) and American Research Bureau (46 million tv homes, 88% saturation).

The Census Bureau's 88% compares with 86% in May 1959, 83% in January 1958 and 12% in April 1950.

Same Rate ■ "This increase of two percentage points (in saturation) since May 1959 is at substantially the same annual rate as the increase during the preceding 16 months, although below earlier rates of increase," the bureau said, recalling that only 12% of households had tv when the 1950 census was conducted.

A city-by-city and county-by-county count of tv sets was conducted last April when the 1960 decennial census was conducted but the circulation data will not be available before early 1961. (County circulation figures compiled by Nielsen and ARB were published in BROADCASTING, last June 20.)

"Another indication of the continued popularity of television is the increase in the proportion of households with more than one set," the bureau stated. The multi-set saturation rose from 8% in May 1959 to 11% in May 1960.

"One house out of eight with television had two sets or more," according to the bureau. "This was the first period in this series of surveys in which there was some evidence that households acquiring an additional set exceeded the number that obtained their first set, although this might reasonably be expected for a product whose potential market for first sets has declined to 12% of all households."

Urban Vs Rural ■ As in past Census Bureau sample studies, tv saturation is higher inside large cities (standard metropolitan statistical areas). Tv saturation in cities is 91%, unchanged from a year ago. Outside these cities the saturation rose from 80% to 82%.

Growth of tv was larger, in general, in rural nonfarm homes. This table of tv had previously lagged, especially in rural non-farm homes. This table shows households with tv sets by urban and rural residence and size of place:

Urban and rural residence and size of place	Percent with sets May 1960	May 1959	January 1958
United States	88	86	83
Urban	89	89	87
In urbanized areas	90	90	89
Areas of 3 million or more	91	90	89
Areas of 1-3 milion	91	91	91
Areas of 250,000 to 1 million	88	89	88
Areas under 250,000	88	89	88
Not in urbanized areas	86	85	81
Places of 10,000 or more	88	86	82
Places under 10,000	84	82	79
Rural nonfarm	88	86	80
Rural farm	76	73	68

Tv saturation is equalizing around the country as the South acquires more tv households. A gain of 6% was noted in the East South Central states. Pacific figures didn't gain in the last year, which the Census Bureau traces to the inclusion of Alaska and Hawaii in that division.

Geographically Speaking ■ Following is a geographical breakdown of tv households:

Region and division	Percent with sets May 1960	May 1959	January 1958
United States	88	86	83
Northeast	92	92	90
New England	83	92	90
Middle Atlantic	92	92	90
North Central	89	88	87
East North Central	90	90	89
West North Central	87	85	82
South	82	79	74
South Atlantic	84	82	77
East South Central	78	72	68
West South Central	81	80	75
West	87	86	82
Mountain	83	81	73
Pacific	88	88	85

When you sell thru Blackburn, you are revealed only to serious, financially responsible buyers!

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Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ WGMA Hollywood, Fla.: Sold by Jack Barry and Daniel Enright to Southland Broadcasting Co. for $265,000. Purchasers are Kingsley H. Murphy Jr. and Carroll E. Crawford, owners of KOTE Fergus Falls, Minn., and applicants for am station in Northfield, Minn., and tv station in Moline, Ill.

Messrs. Barry and Enright were

The distribution of tv circulation by size of household and number of tv sets in 1960 follows (percentages):

	Number of sets in household, May 1960			
	Total	None	One	Two or more
NUMBER OF PERSONS				
All households	100	12	77	11
1 person	100	35	63	2
2 persons	100	13	80	7
3 persons	100	9	79	12
4 persons	100	4	80	16
5 persons	100	6	76	18
6 persons or more	100	9	75	16
TYPE OF HOUSEHOLD				
Husband-wife households	100	8	79	13
Other households	100	27	68	5

Among households with a telephone, 94% had one or more tv sets while 66% of households with no telephone had television.

The Census Bureau figures were obtained as part of regular monthly population sample surveys. The sample was spread over 333 areas with usable information obtained from 26,000 households.

Political worksheet

NAB has sent all broadcasters, members and non-members, a sample worksheet designed to aid in keeping score on the upcoming political campaign—so they can properly answer the FCC's request for information. The FCC questionnaire was sent to all broadcasters three weeks ago, requiring licensees to keep records on appearances by political candidates and political programs during the period Sept. 1 to Nov. 8 (AT DEADLINE, Aug. 15).

An explanatory memorandum by NAB government affairs vice president Vincent T. Wasilewski accompanied the trade association aid. The worksheet is confined to non-network programs, since radio-tv networks will provide detailed information to affiliates on their own programs. It also provides space to list the political candidate, office sought, party affiliation of candidate, length of program, and whether it is sustaining, sponsored by candidate or commercial sponsor.

Vices sell products journalist group told

America's mass communications media are "creatures of their audience," according to Martin Mayer, author of *Madison Avenue, U.S.A.* In a luncheon address last week before the annual convention of the Assn. for Education in Journalism at Pennsylvania State U., Mr. Mayer said "there is extremely little" the media can do to change the situation.

Advertising, he said, does not really manipulate mankind. It only influences the American housewife to do something without thinking. Its effect, he contended, is not important as "what you do is not really important, but rather what you are."

By a process of redefinition, Mr. Mayer said, advertising is using what used to be vices to sell products. These vices, or basic motivations, he said are lust, sloth, greed and pride.

Lust, Mr. Mayer contended, has been translated by advertising into a desire to be sexually attractive. Sloth is now the desire for recreation. Greed is the desire to enjoy the good things of the world. And pride is now the desire for social status.

Train Radio-Tv Newsmen ■ Broadcasters and journalism schools should encourage young people to take specialized training for careers in news broadcasting, Clair R. McCollough, Steinman Stations, told the association.

News broadcast courses would enable journalism schools to place their graduates in jobs that are satisfying and productive, he said, and help broadcasters meet "an existing and critical need for professional assistance."

Mr. McCollough, chairman of the NAB Policy Committee, said NAB studies show that despite a sharp increase in news broadcast programming in recent years, a relatively low percentage of employes involved in news operations of radio and tv stations had previous journalism school training or newspaper experience.

once associated with tv quiz shows *21* and *Tic-Tac-Dough*. The FCC early this year raised serious questions concerning Mr. Enright's "character qualifications . . . to own and operate a broadcast facility" (BROADCASTING, Jan. 25) following charges that their tv shows were tainted with quiz-rigging. In their application to the FCC for sale approval they stated that they recognized the possibility that the commission may order "a long, expensive and time-consuming hearing" of WGMA's license renewal. The station is a 1 kw daytimer on 1320 kc.

■ KOTN Pine Bluff, Ark.: Sold by B.J. Parrish to the Joe Ellen Broadcasting Corp. of Arkansas for $117,500. KOTN operates fulltime with 250 w on 1490 kc. Broker was Patt McDonald Co.

■ WGHN Grand Haven, Mich.: Sold by Hilbert F. Wulf to Richard D. and Cecil H. Gillespie for $110,000. The Gillespies formerly owned KXGI Fort Madison, Iowa. WGHN is 500 w daytimer on 1370 kc. Transaction was handled by Hamilton, Landis and Assoc.

STATIONS FOR SALE

EASTERN

New York State daytimer doing close to $100,000—area holds great potential, a realistic buy at $110,000.00. Terms avail.

Full-timer needs a go-getting owner. Potential is excellent in market of 275,000 people. Retail sales $350,000,000.00. Forbes Magazine states this city one of top ten cities for "Best Performance" in percent gaining business over preceeding year in U.S. Price $135,000 with $30,000 down and time to be agreed on.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

5000 watt fulltimer in one of the larger midwest markets. Priced at $125,000, with negotiable terms. Station has potential well beyond its current price.

1000 watt fulltimer in midwestern city of some 70,000. Price of $132,000 is negotiable. Station suffers from absentee ownership.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

NEW MEXICO
In the Land of Enchantment we have a couple of attractive properties, one an AM-FM combination in a real fine market, AM is fulltime; and a fulltime 250-watt AM in another excellent market. Combination deal is $125,000 on good terms and the other is $90,000, terms.

COLORADO
We offer a daytimer in a major market, station has unbelievable coverage and is a money maker. Can be had for $140,000, good terms.

Fulltime regional, single market, real estate worth $50,000 quick assets in excess of $40,000, fulltime, making substantial profits, $215,000, $100,000 down, good terms on balance.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

Profitable daytime-only radio station on excellent frequency. Sale includes valuable land-building and accounts receivable. Grossing $55,000 annually and priced at $90,000 with 29% down and balance over 7 years.

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EXBROOK 2-5671
JOHN F. HARDESTY

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86th CONGRESS WASN'T JUST TALK

Sympathetic ear to radio-tv shown in three definitive actions

The 86th Congress adjourned its second session last week with three major accomplishments to its credit in the field of broadcasting, a performance that set it apart from the talk-much-but-do-nothing Congresses of recent years.

The legislative record shows that while there were many indignant and threatening sounds from Capitol Hill about the tv quiz and payola scandals and skullduggery and inefficiency at the FCC—and some that were irrational and punitive—congressmen and senators in general lent a sympathetic ear to broadcasters and their problems.

On the books last week—and made possible only because broadcasters went to extra efforts to let Congress know what they believe to be in the best interests of the industry and the public—were these accomplishments:

■ A new law which deals with payola, free plugs and tv quiz abuses; gives the FCC intermediate sanctions to bring misbehaving broadcasters into line; makes the public interest more secure in hearings before the FCC; and substitutes a pre-grant procedure for the time-consuming protest procedure which has frustrated the FCC since it was enacted in 1952.

■ Suspension of Sec. 315 of the Communications Act as it applies to presidential and vice presidential candidates, for this campaign year, to give the networks a chance to make good their offers of free time to major party candidates without being hampered by splinter and minority party demands for equal time.

■ Senate ratification, at long last of the North American Regional Broadcasting Agreement and the U.S.-Mexico Treaty of 1957.

Other broadcast legislation passed by Congress in the second session legalized vhf tv boosters and authorized FCC members whose terms expire to continue in office until successors qualify. Congress also, in approving the FCC budget for fiscal 1961, authorized a two-year, $2 million FCC study of uhf propagation in New York City, and handed the commission $150,000 to organize a monitoring unit to watch for broadcaster violations of statutes and FCC rules and other abuses, specifying that the project must not get into program censorship.

Legislation on which hearings were held, but which didn't make it through Congress, included measures to allocate federal funds to educational tv stations (passed by Senate and reported by House Commerce Committee, but shelved in House Rules Committee); to bring community antenna systems under FCC regulation (failed by one vote during Senate debate and was sent back to the Senate Commerce Committee for further study next year); to set up a code of ethics at the FCC and laws covering off-the-record contacts in hearing cases (died on the House calendar); to extend the hours of daytime-only am stations (died in House Commerce Committee); to exempt certain station personnel in small towns and cities from overtime provisions of federal wage and hour laws (Senate and House failed to reach agreement); to authorize minor league baseball teams to black out telecasts of majors' games in the minors' home cities (recommitteed by Senate).

Appointee Juggling ■ The second session of the 86th also brought the resignation of John C. Doerfer, FCC chairman, in March after he was questioned by the House Legislative Oversight Subcommittee about the propriety of his acceptance of hospitality from broadcaster George B. Storer. FCC Commissioner Frederick W. Ford was elevated to chairman after Mr. Doerfer's resigna-

And there are still storm warnings ahead as . . .

The biggest trouble spots ahead on Capitol Hill for broadcasters as Congress adjourned last week were in political broadcasting, proposed FCC regulation of the networks and various investigations of broadcast rating services.

The most immediate is the sharp congressional lookout for broadcaster favoritism among political candidates or parties under (1) exemptions of news and panel shows from equal time provisions governing presentation of candidates, granted by statute last year; (2) suspension of the equal time provisions for this year in the case of presidential and vice presidential candidates.

Both the Senate and House have expressed concern over possible abuse of the newly-conferred discretion and the Senate has appointed a Freedom of Information (Watchdog) Subcommittee, headed by Sen. Ralph Yarborough (D-Tex.) to conduct a running investigation during the campaign and report back to Congress next year. The Senate unit was given $35,000 for its operations, but was denied its request last week for an additional $150,000 to engage a monitoring service to spot check station political programs and follow up complaints. Chairman Oren Harris (D-Ark.) of the House Commerce Committee has said his group also will watch for favoritism by stations, but no separate unit has been set up for this purpose.

The Perennial on Network Control ■ The threat of legislation for FCC regulation of the networks has been posed in the Senate for several years, but emphasis will shift to the House next year. The House Legislative Oversight Subcommittee last February issued an interim report recommending network regulation following its hearings on the tv quiz scandals the previous fall.

Bills were introduced both to regulate and to license networks and the FCC recommended regulation, the milder proposal, last May in comments to the House Commerce Committee.

Most criticism against the networks has centered on programming and Rep. John B. Bennett (R-Mich.), ranking member of the House committee has been the most vocal. When the House Commerce Committee failed to report network regulation or licensing legislation to the House floor for vote, Rep. Bennett tried to add such provisions as a floor amendment, but they were voted down.

Rep. Harris, chairman of the committee, has said the question will be aired before his Communications & Power Subcommittee next year.

Other criticism, treating the monopoly aspects, has come from Chairman Emanuel Celler (D-N.Y.) of the House Antitrust Subcommittee, who has threatened to hold hearings

tion.

The Senate confirmed the nomination of Robert E. Lee to serve a second seven-year term on the FCC, but failed to confirm another Republican nominee, Edward K. Mills Jr. Mr. Mills withdrew his name from nomination because of questions about his family stock ownership in Westinghouse and General Electric.

The Senate also failed to confirm the subsequent nominee, Charles H. King, also a Republican, and Mr. King was given a recess appointment by the President when the Senate recessed in July for the political conventions. Democrats, who control the Senate, hope they can name a Democrat to the FCC spot next year if the party's nominee wins the presidency this year.

The House Legislative Oversight Subcommittee headed by Rep. Oren Harris (D-Ark.) held a series of hearings on payola practices, with ABC-TV star Dick Clark winding up testimony. The hearings were well-publicized by the press, but did not have the drawing power of the tv quiz scandal hearings the previous fall.

Mr. Harris and other congressmen had some unhappy moments themselves with publication of stories in the Knight Newspapers and *Life* magazine charging congressional abuses of public expense accounts.

Spectre of Stiff Penalties ■ It was in the heat of publicity over the congressional expense accounts that the House approved stiff forfeitures provisions and license suspensions in the payola bill, over some oppostion. The Senate Commerce Subcommittee headed by Sen. John O. Pastore (D-R.I.) held hearings, after broadcaster protests, and eliminated suspensions and modified the forfeitures provisions of the House version and the House agreed to the Senate amendments. Parts of the payola bill covering Sec. 317 and other subjects had been drafted by the House Commerce Committee with help from broadcasters.

The payola bill was grafted onto a Senate-passed bill setting up an FCC pre-grant procedure and several of the amendments added by the House Commerce Committee were contained in recommendations made in February by the House Legislative Oversight Subcommittee, also headed by Rep. Harris. The final payola provisions were designed to give the FCC wide latitude in determining Sec. 317 applications after broadcasters had objected strongly to narrow FCC interpretation of Sec. 317.

The Pastore subcommittee drafted the Sec. 315 suspension resolution after hearing objections, from broadcasters, networks, political leaders and others, to a proposal to require networks to furnish free time to candidates. The networks said they'd furnish tv-radio time free for debates by presidential and vice presidential candidates of major parties if the splinter party equal time hazard were removed and the resolution, as passed by both Senate and House, accepted the principle.

. . . Congress watches radio-tv

on the proposed multi-million station exchange transaction among NBC, RKO General and others.

The most recent criticism of network programming came from Sen. William Proxmire (D-Wis.) during Senate debate on the payola bill last month and he withdrew a proposed network regulation rider to the bill after Sen. Pastore promised his communications subcommittee would hold hearings on the proposal if the House doesn't.

Ratings to Be Rated ■ Broadcast ratings have been criticized in both the Senate and House as being responsible for mediocre network programming and the situations leading to the tv quiz deceptions.

As a follow-up to the House Legislative Oversight Subcommittee's hearings last fall on the tv quiz scandals, Chairman Oren Harris (D-Ark.) in April engaged a three-man group of statisticians (Technical Committee on Broadcast Ratings, under the aegis of the American Statistical Assn.) to examine the validity of statistical methods on which ratings services base their findings. No results have yet been released.

In the Senate, Chairman Warren G. Magnuson, (D.-Wash.) of the Senate Commerce Committee in May revealed that the Federal Trade Commission also is investigating ratings. No announcement has come from the FTC on the progress of its investigation. Sen. Magnuson said he has turned over other data in committee files on ratings to the FCC.

Sen. Magnuson also has set in motion another study that would examine the whole structure and operation of the federal regulatory agencies under his committee's jurisdiction. Described as a kind of "Hoover Commission" study, the long-range project will cover the FCC and other federal agencies and will seek solutions ot the "regulatory lag" problem among the agencies.

GATES

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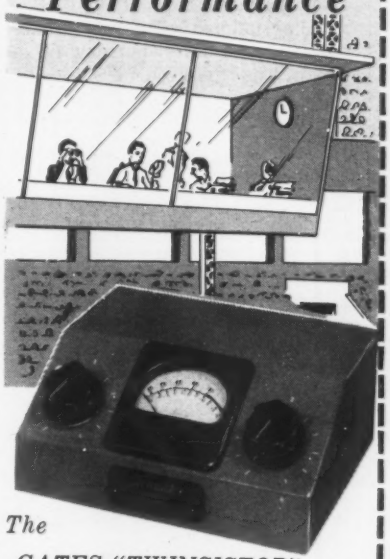

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The only transistorized two-channel remote amplifier built today, the "TWINSISTOR" is widely known for its incomparable qualities. Efficient, long-life, temperature stabilized transistors, give the "TWINSISTOR" reliability never before attained. Handling is no problem; the "TWINSISTOR" is so light and small it can be easily carried by hand. Low current, long-life mercury batteries eliminate power lines. Operating at 10,000 cycle response, 78 db gain and 60 db noise reduction, response exceeds and distortion is less than most grade A telephone lines. Simple to operate, amplifier turns on when headphones are inserted in jack.

The "TWINSISTOR" comes with camera-type carrying case that holds amplifier, headphones, average microphone and cable.

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Watchdog monitoring funds fail test

The Senate effectively killed a resolution asking an additional $150,000 for its Freedom of Information (Watchdog) Subcommittee to monitor the political programs of tv and radio stations before adjourning at 11:51 p.m. last Thursday till next year. The House had adjourned hours earlier.

The resolution (S Res 374), the last business taken up by the Senate, was withdrawn by Watchdog Chairman Ralph Yarborough (D-Tex.) shortly before adjournment after it became obvious a "freeze" was on by opponents of the measure to debate it right up to the midnight deadline previously set by the Senate to shut down for this year.

The debate was marked by stormy exchanges between Chairman Warren G. Magnuson (D-Wash.) of the watchdog group's parent Senate Commerce Committee, who favored the resolution, and Sens. Strom Thurmond (D-S.C.) and Frank Lausche (D-Ohio), both members of the committee, and Sen. Everett Dirksen (R-Ill.), minority leader, all of whom opposed it.

The resolution was brought up in mid-afternoon, but became deadlocked right up to the time of adjournment when Sen. Lausche offered a motion to table the watchdog funds measure. The watchdog unit thus is left with a $35,000 fund previously allocated and has been ordered to investigate and report early next year on any abuses by broadcasters of newly-conferred discretions given them to present major-party candidates without being answerable to equal time demands from splinter and minority party candidates.

SEN. YARBOROUGH
Complaints are being received

Usurps Executive ■ Sens. Thurmond, Lausche and Dirksen held that monitoring by the subcommittee would usurp a function which should be performed by the FCC as a part of the Executive Department; that the subcommittee would be partisan simply because members and staffers are, by necessity, partisan; and because monitoring amounts to intimidation of broadcasters.

Sen. Magnuson countered that the FCC is an arm of Congress, not the Executive Department; that having the FCC do the monitoring would be "like leaving a fox to watch the henhouse." "I know of instances where fairness hasn't been used" in political broadcasts, he said.

Sen. Yarborough, who said complaints on political coverage already are being received by his group, explained that the $150,000 would have been used by the staff and for contracts with private monitoring services for a total 240 hours of monitoring at $72,000; travel, $27,860; rental of monitoring equipment (two units per state average), $12,500; contingencies, $29,218; two investigators, $5,978.

Broadcasters could be next FTC targets

Broadcasters must avoid violations of Federal Trade Commission rules governing false or illegal advertising or they will be the next targets of this powerful government agency.

This warning was issued Sept. 2 to the West Virginia Broadcasters Assn., meeting at White Sulphur Springs, by Bernard B. Smyth, of the law firm of Dow, Lohnes & Albertson.

In a study of "the anatomy and habits of the sometimes carnivorous FTC," Mr. Smyth suggested broadcasters are lucky because the commission has been shooting at advertisers rather than at the broadcast medium.

He warned of the FTC's eager interest in advertising and media, calling it "another federal agency in a position where its paternal, public-interest inspired, loving concern with your affairs can demolish you with one bear-like smack."

He said FTC "is primarily a policing agency while FCC is an industry regulating agency." Its interests include unfair practices of disguised commercial activity such as payola: deceptive claims for quality or terms of procuring a product, and unlawful business arrangements between a broadcaster and others (special time-display deals with a chain store, for example).

FTC for many years has ignored broadcasters and other media if they act "merely as conduits of faulty advertising," Mr. Smyth said. He added, "Even if the FTC does not name broadcasters as respondents, the continued broadcasting by station licensees of advertising material found to be faulty by FTC would, in the words of FCC 'raise serious questions as to whether such stations are operating in the public interest'."

Act modernized

A bill to amend the Communications Act to revise language which could be used but never has been to discriminate against broadcast networks has been approved by both Houses of Congress and is awaiting President Eisenhower's signature.

The legislation (S 1740) forbids common carriers to discriminate in charges or services furnished for chain broadcasting or radio communications of any kind (BROADCASTING, August 29). The provision, already contained in Sec. 202 (b) of the Act refers only to the use of common carrier "wires". Since common carriers now use microwave relays as well as cables for inteconnection purposes, the amendment will bring the Communications Act up to date.

KOBY charges KABL before court, FCC

Charging "malicious intent to injure and deception of the public," Gordon Broadcasting Co. (KOBY San Francisco) filed a $1,328,000 damage suit against McLendon-Pacific Corp. (KABL Oakland) in Alameda County Superior Court last Thursday (Sept. 1).

KOBY also filed a complaint with the FCC charging KABL with fraudulent advertising and lack of responsibility. KOBY had planned to change its call letters to KQBY as of Sept. 12 with teaser campaigns on bus cards, signboards and newspapers using the letters "IQ" as a teaser. It was said that since Aug. 30, KABL has been using on the air spots to the effect that "intelligent quality programming" will be on KABL as of Sept. 12, date of the KOBY call letter change.

PAYOLA, QUIZ-RIGGING KAYOED

House accepts Senate-passed amendments

The payola bill (S 1898) was sent to the White House last week after the House agreed to Senate amendments knocking out the license suspension provision and modifying the forfeiture section (BROADCASTING, Aug. 29).

The bill passed the House with no trouble despite objections by Rep. John B. Bennett (R-Mich.), ranking republican on the House Commerce Committee, that the measure should also provide for FCC regulation or licensing of the networks. Rep. Bennett attempted in vain to add an amendment on the floor providing for network regulation when the House originally passed the bill in June.

Rep. Bennett entered in the *Congressional Record* during the House debate last week a staff memorandum from Robert Lishman, chief counsel of the House Legislative Oversight Subcommittee, setting forth the reasons for the subcommittee's recommendations for FCC licensing of networks in its report last February. The lengthy memorandum cited several sources, including recommendations by the Attorney General, the FCC, the Barrow FCC network study report and testimony from network executives and others before congressional committees.

Chairman Oren Harris (D-Ark.) of the House Commerce Committee, who explained the Senate amendments last week, said the amended bill is an improvement in some respects over the House version and "I think [the forfeitures provision] will reach the problem."

To Rep. Bennett's insistence that the bill places no legal responsibility on the networks to present programs "in the public interest," Rep. Harris replied that the bill's criminal penalty provisions against payola and free plugs and rigged quiz shows does place responsibility on the networks. "The producers and the networks cannot turn their backs and close their eyes any more on these practices without being subject to the penalty of the law," he said.

The Lishman memorandum, addressed to Rep. Harris but prepared at Rep. Bennett's request, said the network licensing provision was not in the Oversight group's original recommendations, but was added at Rep. Harris' direction.

As finally approved, the bill provides for forfeiture of $1,000 a day for violations, with a maximum forfeiture of $10,000. A section which would suspend station licenses was eliminated by the Senate.

Satisfaction with the newly-enacted legislation was expressed last week by Clair R. McCollough, Steinman Stations, chairman of NAB's policy committee. "The original legislation went too far," he said, and "NAB is happy that Congress removed from the legislation a proposal to permit the FCC to suspend station licenses." He said that while NAB "believes that fines are unnecessary, it is pleased that the legislation enacted contains provision for appeal to the courts and other safeguards."

Triangle asks court to reverse FCC

The U.S. Court of Appeals in Washington was asked to reverse the FCC in its refusal to permit ch. 8 WNHC-TV New Haven, Conn., to change the location of its transmitter.

Triangle Publications Inc., licensee of the ch. 8 ABC-affiliated New Haven outlet, filed its appeal against the FCC's Aug. 2 decision last Thursday.

It charged that the FCC was arbitrary and capricious in upholding the protest submitted by ch. 22 WWLP (TV) Springfield, Mass., three years ago. The protest followed a grant without hearing of WNHC-TV's application to move its transmitter site from Gaylord Mt. to Mt. Higby, 20 miles northeast of New Haven and 38.7 miles from Springfield. WWLP charged that it would suffer economic injury from the move. An examiner's initial decision in 1958 recommended that the commission affirm its 1957 grant of the New Haven move.

Triangle charged that the commission violated due process by holding the New Haven-Springfield area was unique and that the change of antenna site would "upset the delicate balance of allocations" in the area. This means, Triangle stated, that the commission amended its rules in an adjudicatory proceeding "in total disregard of all pertinent statutory provisions. . ."

The commission also erred, Triangle said, when it concluded that the change in WNHC-TV's transmitter site would "impair the ability of the uhf stations in the Connecticut Valley to compete effectively . . ." There are four other uhf stations all closer to New Haven, Triangle said, and none protested.

Triangle also asked the court to reverse the FCC's ruling denying its petition that the commission take notice of WWLP's application to acquire one-third interest in WHNB-TV New Britain, Conn., and its acquisition of WWOR-TV Worcester, Mass.

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WBZ 'PAYOLA' DISPUTE AIRED

Oversight group reviews testimony

The manager of Westinghouse's WBZ Boston and a former disc jockey for the station who presented conflicting testimony during the House Legislative Oversight Subcommittee's payola hearings last February appeared before that group again last week.

And subcommittee members hinted darkly that WBZ Manager Paul O'Friel's request to rebut testimony given by former WBZ disc jockey Norman Prescott might have been motivated more by station license renewal troubles than by a simple desire to set the record straight.

Rep. Walter Rogers (D-Tex.) and Robert Lishman, subcommittee chief counsel, thought it unusual that Mr. O'Friel waited three months after Mr. Prescott's secret testimony was released publicly before asking to appear again before the House group. Mr. O'Friel noted that he sent a statement to the subcommittee on May 11 taking issue with Mr. Prescott's testimony given Feb. 8 and released Feb. 17. Subcommittee Chairman Oren Harris (D-Ark.) said this statement was not accepted for the record because the group's "normal" practice is not to accept such statements unless it has an opportunity for questioning.

Mr. O'Friel last week denied Mr. Prescott's testimony that he was aware of payola activities at WBZ. Mr. Prescott, he said, did not leave WBZ voluntarily as he testified; the station declined to renew his contract at his above-union salary and would have fired him for his "disinterest and patronizing manner" even if he had chosen to stay on at a lower salary.

Mr. Prescott's ratings were sliding in July 1959 and WBZ settled its contract with him (running to Sept. 5, 1959) for $3,000, he said. He denied Mr. Prescott was "ordered" to plug certain records to promote movie advertising on the stations or that the station asked the disc jockey to solicit free albums from record companies to award as prizes in station promotion contests. He said WBZ made no promises in asking record companies for some thousand free albums of standard, established hits to restock its library and that the records could have been bought for less than $1,000, anyway. He denied urging two disc jockeys under suspicion of payola to fabricate stories that they received payments from record companies for services other than on-air exposure of records. He termed as a misunderstanding subcommittee investigators' charges he withheld information from them concerning meetings with disc jockeys and record companies.

Prescott's Reply ■ Mr. Prescott, denying Mr. O'Friel's statements, said he left of his own accord for another job, but negotiated contract a settlement because he thought "morally" he should get the whole year's pay. He denied his ratings were slipping and said Mr. O'Friel should have noted that Nielsen listed his show as No. 1, while Mr. O'Friel cited a lower rating issued by Pulse. He said he refused to sign a no-payola affidavit sent him by WBZ because he was no longer an employe. He reiterated earlied charges he was ordered to plug records promoting movies and repeated testimony that station promotion people asked him to solicit free albums as promotion prizes.

He charged Mr. O'Friel "ordered" him to go to New York to solicit the thousand records to restock the WBZ library and that the trip "humiliated" him. He didn't think WBZ could have bought the records for less than $1,000; otherwise, he said, the expenses WBZ paid for his trip wouldn't have been worth the difference.

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Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

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Monroe, Louisiana

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Represented by
H-R Television, Inc.

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'Drop-in' rulemaking deadline extended

A fourth extension of the deadline for comments on its rulemaking to "drop-in" additional vhf channels in selected cities through reduced mileage separations was granted by the FCC last week. The Assn. of Federal Communications Consulting Engineers had petitioned the commission for the time extension (BROADCASTING, Aug. 29).

The new deadline for comments is Sept. 30. The commission also extended the time for reply comments from Sept. 16 to Oct. 14.

In comments on the proposed rulemaking filed last week, the Washington State Grange supported the position taken earlier by the National Grange in stating that the drop-in plan at reduced mileage separation would impair tv service in the Nation's rural areas. WTTW (TV) (ch. 11) Chicago, an educational station, also filed comments in opposition to the proposal. The station stated that the rulemaking is premature and "can only muddle other studies now being undertaken."

In another action, the commission

extended the deadline for comments on a rulemaking affecting the tv table of assignments in Grand Rapids, Cadillac, Traverse City, and Alpena, all Michigan, and New Bedford, Mass.-Providence, R.I. Deadlines in this instance are the same as those listed above.

One of the commission's alternatives for amending the table of assignments in the Grand Rapids area concerns dropping in ch. 11. WTTW, in its comments concerning the "drop-in" study, asked that the commission not assign ch. 11 to Grand Rapids since it was felt that this would cause interference to the "only" etv service in the southwestern Michigan area.

Class IV power plan seen easing log jam

Twenty-six stations met the Sept. 1 deadline for filing comments concerning the FCC's proposed rulemaking to permit existing Class IV am stations to boost daytime power up to 1 kw. Only two comments went on the record against the commission's proposal.

Nearly all of the comments stated that the commission's proposal would expedite the processing of a backlog of 400 applications now pending for power boosts. Power increases by Class IV stations have always caused automatic hearings. The new ruling, if adopted, would relax requirements to eliminate the need for hearings.

J.G. Rountree, Austin, Tex., consulting engineer, claimed that each application for power increases should be considered individually. He was against the commission's proposal. The Ward Broadcasting Co., applicant for a Class IV am at Sonora, Tex., also turned thumbs down on the proposal (BROADCASTING, Aug. 29).

The commission has proposed the power boosts regardless of the extent of interference caused by the increase. The proposal would apply, however, only to existing Class IV stations and applicants for new stations would follow the present rule.

Anti pay-tv groups answer RKO's rebuttal

Hartford Phonevision Co., the RKO General group seeking a pay-tv grant from the FCC, had one of its questions answered by its critics last week.

Two organizations composed mainly of theatre owners, which had earlier asked the FCC to hold a full evidentiary hearing before an examiner in the case of Hartford's application for pay tv over WHCT (TV) Hartford, Conn., sent a letter to the FCC last week which answered some of the questions Hartford raised in its rebuttal to the hearing request (BROADCASTING, July 25).

The Joint Committee Against Toll Tv, a national organization, and the Connecticut Committee Against Pay Tv, told the commission that they have a recognizable interest in the case. Hartford contended that the groups did not have such an interest and, under commission procedures, did not qualify as a protestant.

The theatre owners pointed out in their answer that the Hartford operation and the theatre owners are in definite competition both for motion picture films and for audience. The two organizations claim that exhibition of films on pay tv could have an adverse effect on audiences and on "word of mouth" advertising since those films are generally produced for showing in theatres.

Consequently, the theatre owners claimed, the possible injury to them is immediate, specific and direct, and this gives them "standing" under the Communications Act to protest as an interested party.

School fm multiplex plan wins support

The FCC's proposed rulemaking to permit non-commercial educational fm stations to engage in non-commercial multiplex subsidiary operations got a nod of approval from two universities and the American Medical Assn. last week. Deadline for filing comments on the commission's proposal was Thursday (Sept. 1).

The AMA said it supported the proposal as a boon to many educational institutions. The U. of Michigan, licensee of WUOM (FM) Ann Arbor, Mich., said the plan would allow for the transmission of specialized educational programs to special audiences, such as meetings of professional groups. It further stated the proposal would make possible program relays between educational stations.

Michigan State U., licensee of WKAR-FM East Lansing, Mich., also supported the commission's proposal by saying that it would be of great advantage to schools and universities.

The commission's proposal is limited to the use of multiplex for strictly educational purposes. The National Assn. of Educational Broadcasters had asked for multiplex authority for background music, time signals and relaying broadcast material to other fm and standard commercial stations (BROADCASTING, July 11). The commission said this was inconsistent with the policy governing educational stations, which provides that non-commercial fm stations will transmit no commercial or sponsored programs.

GATES

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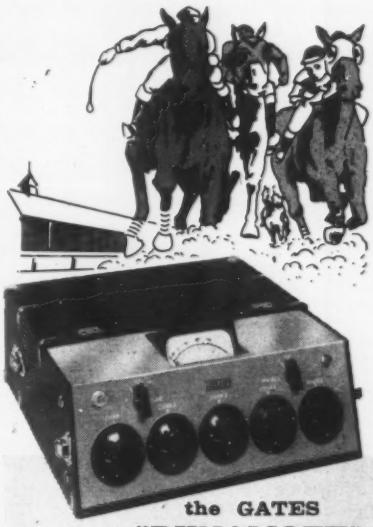

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Scissors session okayed by Ike

A conference to work out methods of cutting through the red tape of government regulatory agencies has the support of President Eisenhower.

The President said last week that he supports the idea of a conference to study ways to speed up the work of the federal administrative agencies.

He asked E. Barrett Prettyman, chief judge of the District of Columbia Circuit Court, to be temporary chairman and to arrange for the holding of the meeting. Judge Prettyman was in charge of the President's conference on administrative problems in 1953-55. This resulted in a report issued in March 1955.

The idea of a new conference was submitted to the President Aug. 25 by the heads of the six federal regulatory agencies—the FCC, the Federal Trade Commission, Federal Power Commission, Civil Aeronautics Board, Securities & Exchange Commission and the Interstate Commerce Commission.

The memorandum referred to a House Commerce Committee report last February which stated that a more comprehensive and permanent agency than the advisory council, which was set up by the congressional committee, was needed. The House's advisory council on regulatory agencies was established early this year following the exposure of behind-the-scenes influence in some agencies.

There have been suggestions that a special administrative court be established to handle the judicial functions of the regulatory agencies.

The agency heads recommended that the conference be called to determine whether a continuing meeting of such a group is desirable. They emphasized that the function of such a unit would be advisory only, but that through the exchange of ideas and suggestions benefits would accrue.

They said a conference was necessary to study on a comprehensive scale the "cumbersome procedures, unnecessary expense and delays which have been steadily increasing in some of the procedures of the administrative agencies."

The conference would consist of representatives of the six regulatory agencies and cabinet rank departments, Civil Service Commission, National Labor Relations Board, Atomic Energy Commission, Federal Aviation Administration as well as a group representing lawyers who practice before the agencies.

Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee last week asked President Eisenhower that findings made by the newly reconstituted Administrative Procedures Conference be made available to his committee.

Sen. Magnuson noted his committee has inaugurated a "Hoover Commission" study of federal regulatory agencies (including the FCC) under his committee's jurisdiction to investigate the perennial "regulatory lag." Sen. Magnuson also heads the Senate Independent Offices Appropriations Subcommittee which hears appropriations budget requests from the regulatory agencies.

FTC quizzes

Officials of rating companies in New York have reported that investigators for the Federal Trade Commission have been questioning them on their methods of operations to gather general background and to ascertain if rating information can be misused or can be "influenced by outsiders." A spokesman for one company said the "influence" angle apparently is being explored to discover if there is a possibility that a service could give a superior rating to its subscribers in particular markets. FTC Chairman Earl W. Kintner told the Senate Commerce Committee last May that the FTC was investigating rating services (BROADCASTING, May 9).

FCC must decide public interest: Ford

It is the commission, not the courts, which must decide where the public interest lies, FCC Chairman Frederick W. Ford told lawyers Friday at a meeting of the West Virginia Bar Assn. at White Sulphur Springs.

The chairman's remarks came at the end of his presentation of a lengthy survey of court rulings involving FCC cases.

Principal point made by Mr. Ford was that the courts generally have upheld the substance of FCC's decisions but have been extremely rough on the commission where procedural errors have been alleged.

In this latter area, Mr. Ford said, have been liberal interpretations of standing to protest. He also cited a number of cases where the courts have found that the commission erred in finding an applicant financially qualified; in expressing its determination on why one community should receive a first or additional radio service as against another market; and in similar matters. The courts have not overturned the commission on matters where its "expertise" has been utilized, Mr. Ford said.

Mr. Ford urged that administrative agencies must be permitted to be more flexible in judging their cases than is possible under procedures established for court cases.

Comments urge ch. 12 kept in Fresno as etv

The FCC was virtually inundated last week with over 200 comments on its proposed rulemaking to assign ch. 12 from Fresno, Calif., to Santa Maria, Lompoc-Santa Maria, San Luis Obispo or Santa Barbara, all California.

The comments came from individuals . . . educators, professional men, housewives, lawmakers . . . each asking that the commission keep ch. 12 in the Fresno-Visalia, Calif., area as an educational allotment. Typical of the comments, an elementary school teacher from Terra Bella, Calif., stated that etv is desperately needed in the area and can best be achieved by use of a vhf channel.

A pleading filed by the San Joaquin Valley Community Tv Assn. Inc., which

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proposes to operate an etv in the area, urged that the commission reconsider and assign ch. 12 to either Fresno or Visalia and retain ch. 10 in Bakersfield, Calif., for educational purposes. The commission has proposed making Bakersfield all-uhf by deleting ch. 10.

Fresno was made an all-uhf market in July when the commission finalized rulemaking and deleted ch. 12 from that city (AT DEADLINE, July 11). Deadline for filing comments in the Bakersfield rulemaking is tomorrow (Sept. 6).

The call letter battle continues

Controversy over call letters continues to rage in two Southern cities. Two am stations in the Knoxville, Tenn., area and an am and a tv station in Augusta, Ga., all submitted comments to the FCC in their respective disputes (BROADCASTING, Aug. 29).

Last week, WRDW Augusta filed an opposition to an earlier petition by WRDW-TV asking the commission to issue a cease and desist order against the am station. WRDW-TV claimed in its petition that it had contractual rights to the use of the call. The am station, however, denied such a right. WRDW has used the call for over 30 years, the petition claimed, while the tv station has been using the call only since 1954.

Until February 1960, both stations were owned by Southeastern Newspapers. Since that date, however, the tv station has been owned by WPIT Inc. (Friendly Group) and the am was subsequently purchased from Southeastern Newspapers by Radio Augusta, Inc.

While WRDW admitted that two stations with separate ownership in the same metropolitan area could not continue to utilize the same identifying sign, the station contended that it is the commission's duty to decide which should retain the call.

Knoxville Dilemma ■ WATE Knoxville, in a new petition, reiterated its earlier argument against the use of its former call letter, WROL, by a station in neighboring Fountain City. WATE stated that the call had been used by the Knoxville outlet for years and it is still widely associated with the letters.

It stated that it does not believe that the commission should allow the reassignment of call letters within the same general metropolitan area, especially those call letters long used by another station. Such a policy, WATE contended, breeds confusion in the minds of the radio audience and contravenes the entire idea of call letters as a convenient and accurate manner by which a station might be identified.

In an earlier answer to the WATE petition, WROL stated that the Knoxville station had not used the letters since 1956 and that the present owner never operated the station when it was so known.

Government briefs

Stay considered ■ San Francisco Federal Judge George B. Harris is considering the request of NBC, RKO General Inc. and KTVU (TV) San Francisco to stay the antitrust proceeding brought against them by KRON-TV San Francisco last June (BROADCASTING, July 4). The civil court action charged that NBC and RKO General were engaged in a conspiracy to reduce competition in San Francisco through their agreement to exchange stations (RKO's Boston outlets for NBC's Philadelphia stations) as well as through NBC's proposed purchase of KTVU in San Francisco. KRON-TV opposed the request for delay in proceeding in its antitrust suit.

Deadline extended ■ Deadline for replies to the petition of WHDH-TV Boston for reconsideration of the FCC's July 14 order has been extended from Aug. 28 to Sept. 12. The commission took the action last Wednesday (Aug. 31) on request of Massachusetts Bay Telecasters Inc., one of four Boston applicants. In July the commission order vacated its 1957 grant of ch. 5 to WHDH-*Boston Herald-Traveler* because of purported *ex parte* contacts made by WHDH principals and ordered a new proceeding in the case. WHDH filed a motion for reconsideration early last month.

Beamed at Cuba ■ Establishment of a "Radio Free Cuba" was recommended last week by Rep. Roman C. Pucinski (D-Ill.). Mr. Pucinski told the House that the American public should support such a "high powered" broadcast service, similar to the way it supports Radio Free Europe. The Cuban people would listen to such broadcasts, he said, and must be told how Castro is communizing the island republic. Mr. Puciniski suggested that transmitters be located on one of the islands between Cuba and Florida.

Tax relief ■ Manufacturers can now save a little on federal manufacturers excise tax payments when they pay for local advertising. Congress last week accepted a conference report which permits a manufacturer to deduct up to 5% from the sales price of his product when he pays for local advertising on tv, radio and in newspapers. The conference report on HR 12536 was submitted to both the House and Senate following passage of the bill by both houses earlier last month (BROADCASTING, Aug. 29, June 20).

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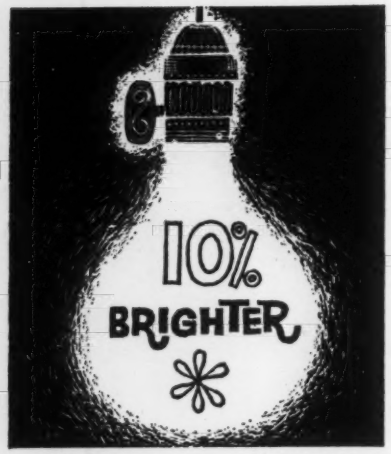

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EQUIPMENT & ENGINEERING

Zenith wins patent battle, Admiral loses

Zenith Radio Corp. scored a legal victory over Admiral Corp. Wednesday (Aug. 31) in a court decision involving alleged patent infringements.

The ruling was handed down by Judge Ross Rizley in an Oklahoma City Federal District Court but still left unsettled the actual extent of damages. He ruled that Admiral had infringed on six Zenith patents. Zenith sought treble damages and an injunction against further use of the patents. Two of them involve its remote control device and circuit for locking pictures in poor reception areas.

Zenith originally filed the suit in 1958, charging that Admiral had copied the features. The latter filed a counter claim accusing Zenith of infringing its patent on a record player. The Admiral suit was denied by the Oklahoma City Court.

Technical topics

Tricky tube ■ A new vidicon tube sensitive in the near ultra-violet region with a photoconducive layer and construction permitting televising of underwater scenes with high efficiency has been developed by The Machlett Laboratories, a subsidiary of Raytheon Co. The tube is mechanically and electrically interchangeable with standard vidicon tubes. Both focusing and deflection are accomplished magnetically. Full specifications are available from the company at 1063 Hope St., Springdale, Conn.

Audio up ■ In reporting its best first-half in history, Audio Devices Inc., N.Y., announced last week that sales in the first six months of 1960 were $3,251,954 compared with $2,930,414 for the same period of 1959. The sales increase was attributable to a 22% rise in sales of magnetic recording tape, the company's chief product. Profits before taxes for the first half of 1960 were $283,012 as compared with a loss of $40,977 for 1959. The 1959 result was due to a loss of $259,931 in the Rectifier Div. for this period. On Jan. 15, 1960, the company disposed of this division. Net income after provision for Federal income taxes was $143,012 equal to 17¢ per share on the 828,119 shares outstanding at June 30, 1960. This compared with a loss of $14,677 for the first six months of 1959.

Tape sales ■ RCA reports these shipments of tv recording equipment: a monochrome recorder each to WAVE-TV Louisville; KOAM-TV Pittsburg, Kan.; RCA International; WKJG-TV Fort Wayne; color units, two to NBC in Burbank, one to Television Bureau of Advertising in New York. Three color studio cameras were shipped to NBC in New York.

Bigger quarters ■ Bauer Electronics, manufacturer of broadcast transmitters, is moving from Burlingame, Calif., to new and larger quarters at 1661 Industrial Rd., San Carlos, Cailf.

Merger voted ■ Stockholders of General Instrument Corp., Newark, N.J., and General Transistor Corp., Jamaica, N.Y., at separate meetings last Tuesday (Aug. 30), overwhelmingly approved the merging of the two electronic companies (with General Instrument as the surviving corporation) and elected three new directors to an expanded 15-man General Instrument board. The merger, which was agreed upon July 20 (BROADCASTING, July 25), became effective Aug. 31. The "new combined company" will have assets of approximately $37 million, with 15 plants and research centers, projected sales for 1960-61 of more than $80 million and will be full-line producer of semiconductors.

No more fringe?

An improvemeent in tv pictures in poor-reception areas may result from a new system that tests the "vision" of military radar sets. A. E. Abel, general manager of the radio division of the Bendix Corp., announced last week that his company has developed a system that solves some of the ailments that afflict radar, such as blind spots, blurred images and double images. He said the same techniques can be applied to tv.

Mr. Abel added that now it will be possible for commercial tv engineers to strengthen a station's signal in the direction of weak areas when they know precisely where the weak areas are. The system is said to involve a combination of electronic and optical gear, some elements of which are carried in an aircraft. Special equipment in the plane, he explained, receives the radar signal radiating from the ground station, compares it continuously with the plane's flight path and shows what the radar actually "sees" in graph form.

FATES & FORTUNES

Broadcast Advertising

Howard Kramer, account supervisor, Compton Adv., N.Y., and **Bertram F. Mulligan,** assistant director of radio-tv program department, named vps. Mr. Kramer previously was assistant manager, advertising and publicity, U.S. Lines; advertising and publicity manager, Cunard Lines. Mr. Mulligan was formerly radio program director and announcer, and head timebuyer for Compton.

MISS STILLMAN

Ellen Stillman, vp of Kenyon & Eckhardt, Boston, joins Grant Adv., N.Y., in similar capacity. Miss Stillman had been with K&E since 1956; she previously was vp and director of advertising and publicity for Ocean Spray Cranberries Inc., Boston. She is on board of Ocean Spray and chairman of its marketing committee.

William W. Prout, merchandising manager, Lever Div., Lever Bros., N.Y., named to head washday products division. **E.L. Whitney,** product manager, becomes head of dishwashing products and household liquid cleaners division, and **Charles E. Palmer,** merchandising manager, Pepsodent Div., named merchandising manager, in charge of toilet soaps and "Air-Wick" line. **Richard E. Baiter,** who was merchandising manager, Lever Div., switches to Pepsodent Div., same capacity.

Norman F. Johnson, formerly advertising supervisor, promoted to advertising manager of Fresh Milk and Ice Cream Div. of Carnation Co., L.A.

Lawrence R. McIntosh, former executive vp of Grant Adv., Detroit, joins Young & Rubicam, S.F., as vp and account supervisor.

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

George W. Salzer, independent marketing consultant, joins Waring Products Corp., Winsted, Conn., as advertising and sales promotion manager. Mr. Salzer will direct advertising and promotion activities for the entire Waring line.

Morton Werner, vp and director of radio-tv department at Young & Rubicam, N.Y., appointed senior vp.

Hal Josephs, group head art director at Grey Adv., N.Y., joins Smith, Hagel & Knudsen, that city, as creative art director.

MR. TURNER

Michael Turner, vp of Benton & Bowles, N.Y., appointed associate director of Lambe & Robinson - Benton & Bowles Ltd., British subsidiary of B&B. Mr. Turner, who was elected vp last year, will supervise several accounts and establish merchandising department in overseas branch. He joined research department of B&B in 1950, moved into account work in 1953, and was appointed account supervisor early in 1959.

Fred Frost named manager of tv art-production department of Young & Rubicam, N.Y. **Marvin Kunze** becomes executive supervisor of art group; **John LaPick** promoted to tv art supervisor, and **Carl Sturges, Robert Waters, Pyrmen Smith, William Muyskens** and **Dick Saunders** named senior producers.

R.S. (Steve) Mason, formerly with advertising department of General Mills, Minneapolis, joins Ralston Purina Co., Ralston Div., St. Louis, as assistant to Robert Eskridge, cereal advertising manager. Mr. Mason was with GM for three years and worked on company's grocery products.

George Rogers, manager, administration, participating programs for NBC-TV, granted leave of absence to serve on radio-television staff of Campaign Assoc., N.Y., agency for Republican Party. **B. Donald Grant** will replace Mr. Rogers until his return in November.

John P. Hickey named media supervisor, Kenyon & Eckhardt, Detroit. He will supervise Mercury and Comet accounts.

Paul Smith promoted from assistant manager to manager of personnel department at Leo Burnett Co., Chicago. Before joining agency in 1958, he was with Kraft Foods Co. in Chicago and San Francisco.

In New York City

WLIB

has MORE

Negro programming

than ALL other

stations combined

GET

ACTION

IN COLUMBUS

on the NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated FIRST in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the NEW WCOL!

THE NEW WCOL THE CAPITAL STATION
COLUMBUS 15, OHIO
1230 AM
92.3 FM
24-hours-a-day-broadcasting
Represented by: robert e. eastman & co., inc.

Charles D. Hyman and **Jane Haeberley** appointed assistant producers in television department of Doherty, Clifford, Steers & Shenfield, N.Y.

Harry Parnas, formerly media director of Doyle Dane Bernbach, N.Y., joins Kelly-Smith Co., newspaper representative, as director of sales development in research department.

Arthur M. Arlett named pr director of Hoefer, Dieterich & Brown, San Francisco advertising agency.

Burton G. Feldman, vp at Gordon Best Co., Chicago, resigns to open own advertising agency under his name at 333 N. Michigan Ave., that city.

Fred Shine named assistant director, radio-tv sales department of Trand Assoc., N.Y.

Donald L. Wert, account executive at Ted Bates, N.Y., joins Lambert & Feasley, that city, as marketing assistant on Fizzies Instant Sparkling Drink Tablets.

The Media

MR. MACKIN

Joseph D. Mackin, general manager of WMAM Marinette for past 20 years and of WLUK-TV Green Bay, both Wisconsin, since its construction in 1953, resigns to join WSJM St. Joseph-Benton Harbor, Mich., as vp and general manager. Simultaneously, Mr. Mackin acquires further stock interest in Walker Group stations (WISM Madison; WEAQ Eau Claire; WOSH Oshkosh; WKTL Sheboygan; WBEV Beaver Dam, all Wisconsin, and WSJM). Mr. Mackin started in radio in 1935 at WIBA Madison, Wis., went to WMAM in 1939 when it was built and became station manager next year.

Hal Davis, formerly director of advertising for Broadcast Div. of Crowell-Collier Publishing (KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB St. Paul, Minn.), appointed general manager of KKAA Honolulu.

Howard P. Gray appointed manager of KWIZ Santa Ana, Calif. Mr. Gray for past 12 years was with KGIL San Fernando, Calif. as corporation officer and station manager until recent change in ownership.

MR. O'REILLY

Peter V. O'Reilly, sales representative for WTOP-TV Washington, D.C., since January 1956, appointed to newly created post of local sales manager. Before joining sales department, he was announcer on WTOP-AM-FM-TV for two years.

Robert M. Fleming, promotion and publicity director of WCKY Cincinnati since 1952, has retired. Prior to joining WCKY as program director in 1942, he held advertising and sales posts in agencies and industries in Ohio and New York.

Chet Casselman, morning news editor of KMPC Los Angeles, promoted to news director of KSFO San Francisco, both Golden West Broadcasters stations.

Frederic W. Wile Jr., one-time NBC-TV vp in charge of programs in Hollywood and more recently executive of John Guedel Productions, that city, named managing director for Pacific Coast operations of Advertising Council. He succeeds **Robert Grey.**

MR. GONTERMAN

Tom Gonterman, account executive with Batz - Hodgson - Neuwoehner, St. Louis advertising agency, for past three years, appointed general manager of KBKC Kansas City. He succeeds **Bill Allred,** who transfers to KAKC Tulsa in similar capacity. Both stations are owned by Public Radio Corp.

James B. Patterson, assistant program manager of KABC-TV Los Angeles, promoted to program director. Before joining KABC-TV this May, was free-lance tv director.

Gaines Kelley, general manager of WFMY-TV Greensboro, N.C., was admitted to Cone Memorial Hospital, that city, for treatment of heart condition. He became ill while vacationing at a North Carolina beach.

Carl A. Cook, sales manager of WCHS Charleston, W.Va., appointed general manager of WKEE-AM-FM (formerly WHTN) Huntington, W.Va.

Ray A. Klinge, director at KVOO-TV Tulsa, Okla., promoted to program director, succeeding **Bill Sadler.**

Warren K. Agee, member of West Virginia U. School of Journalism, named executive officer of Sigma Delta Chi, professional journalism fraternity, succeeding **Victor E. Bluedorn,** who resigned last May.

MR. SULLIVAN

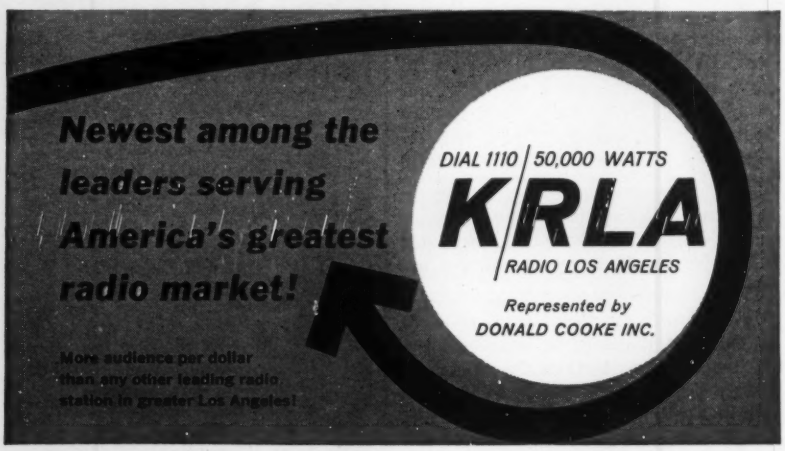
Thomas S. Sullivan, attorney, joins Washington law firm of Dow, Lohnes & Albertson. He was previously assistant United States attorney for District of Columbia and, more recently, trial attorney for Securities & Exchange Commission.

Ruth Musser, program manager of WMCA New York, named director of programming.

Cliff Gill, president of KEZY Anaheim, Calif., Aug. 20 married **Dorothy**

Hero

Dick Jennings, assistant managing editor of NBC Radio's *Monitor*, effected the capture of a robbery suspect Aug. 30, after trailing the man on foot and by car for more than two miles in midtown Manhattan. The suspect was wanted in connection with a $10,000 holdup in which another suspect was killed and a policeman wounded.


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

Hunt of Grantray Lawrence Animations, L.A.

Tom Shutter, formerly group copy supervisor and producer at R. Jack Scott Agency, Chicago, to production staff of WBKB (TV), that city, as producer and creative writer on station's *Clock-A-Doodle-Day* show.

Nat Cavalluzzi, account representative in station clearance department, ABC-TV sales, promoted to station additions salesman.

Winthrop Baker, program manager of WMBD-TV Peoria, Ill., joins WBZ-TV Boston, as assistant program manager.

Jerry Mulderrig, formerly account executive with Venard, Rintoul & McConnell, N.Y., to sales staff of H-R Representatives, that city. He was time-buyer at Dancer-Fitzgerald-Sample for three years and at Lennen & Newell for one year.

Jerry Dunphy, newsman at WBBM-TV Chicago, joins KNXT (TV) Los Angeles as reporter on *Seven O'Clock Report.*

Floyd Kalber, news director of KMTV (TV) Omaha for past nine years, to news staff of WNBQ (TV) and WMAQ Chicago, effective Oct. 1.

Tom Parker, formerly on announcing staff of KFOR Lincoln, Neb., to WOC-AM-FM-TV Davenport, Iowa, in similar capacity.

Programming

MR. LOWENSTEIN

Larry Lowenstein, executive director of New York office of Rogers & Cowan, joins NTA, that city, as director of public relations. Previously, Mr. Lowenstein was director of CBS-TV press information department and head of publicity-promotion for Benton & Bowles, N.Y.

Harris Clayton, for past five years in charge of business affairs for Rosenberg-Coryell Agency, Beverly Hills, Calif., talent rep, appointed director of business affairs, West Coast, for MGM-TV and assistant to Robert M. Weitman, MGM vp in charge of tv production. **Kenneth Daniels** joins MGM's commercial and industrial film department as sales representative.

Benjamin Elrod, named Western Div. manager of United Artists Assoc., L.A. **Carl Miller,** formerly of Screen Gems, N.Y., joins UAA as account executive in Seattle area.

Robert Herridge, CBS-TV producer, signs new three-year contract, to develop dramatic and musical specials.

Crash victims

Oklahoma broadcaster **Henry Griffing** and his family, missing since Aug. 16 (BROADCASTING, Aug. 29), were discovered last week to be victims of an airplane crash. The family had been en route from Teterboro, N.J., to Oklahoma City in Mr. Griffing's single-engine Cessna aircraft when the accident occurred in the Pennsylvania mountains, about 69 miles south of Pittsburgh. Mr. Griffing was president of Video Independent Theatres (12% owner of KWTV [TV] Oklahoma City) and the Vumore Corp. (a catv system).

Equipment & Eng'ring

Orland O. Schaus, technical director, Cyanamid of Canada, joins Audio Devices, N.Y., as manager, research and engineering.

William O. Spink, equipment sales manager of Sylvania Electronic Tubes, L.A., named vp–sales.

Irwin Goldman, associate director of research for administration, General Telephone & Electronics Labs, N.Y., named senior research analyst for Western regional operations.

L. Harriss Robinson appointed director of marketing of Westrex Corp., division of Litton Industries. Prior to joining Westrex in New York, Mr. Robinson was manager of marketing of Surface Communications Div., RCA, for two years.

Allied Fields

Lawrence Milly, field representative for ASCAP, Pittsburgh, named manager of New Orleans office.

W.C. Heinz, sports columnist, joins TelePrompTer Corp., N.Y., as director of sports programming.

Jimmy McHugh, ASCAP composer, appointed to board of directors to finish unexpired term of late Paul Cunningham.

International

Brian Skinner, formerly of CKY Winnipeg, Man., named promotion manager of CKEY Toronto.

Barry G. Nichols, formerly of CHCH-TV Hamilton, Ont., and publicity director of CHCT-TV Calgary, Alta., named public service director of CJAY-TV Winnipeg, Man., ch. 7 station which expects to be on air as first competitive tv station in Canada Nov. 1.

Bud Hayward, formerly radio-tv director of James Lovick Ltd., Toronto, named program manager of CFCF-TV Montreal.

Deaths

Theodore Swarterbroeck, co-manager of UFAC Elizabethville, Congo, "shot down and killed by mutineers", according to report by Ivan Freart, now sole operator of African station, to Rev. C. Thomas Spitz Jr., director of *The Lutheran Hour* foreign operations, St. Louis.

Arthur E. Cruttenden, 41, assistant account supervisor at Tatham-Laird, Chicago, died of cancer at his suburban Barrington home Aug. 27. Before joining agency in 1954, he was vp and account executive at Clinton E. Frank Chicago.

Paul Russell, 45, vp and management supervisor, BBDO, died Aug. 29 of heart attack at his home in New Canaan, Conn.

Open house success despite lightning

Does television reach the masses with "aggressive" showmanship? Yes, according to WTVW (TV) Evansville, Ind. The station marked its fourth anniversary Aug. 20-21 with extensive promotion including an open house, product giveaways, displays and other features.

Over 100,000 viewers passed through the WTVW studios during the two-day observance, despite a power failure that put the station off the air for three hours the first day when lightning struck the station. WTVW reported it held the open house, not to show off its facilities, but to promote its lineup of fall shows, including the ABC-TV slate. The response, it felt, was well worth the $3,500 promotion budget and was proof that any medium-or small-market station can do a similar job.

Most of the network shows were unknown by viewers in its claimed tri-state coverage area of Indiana, Illinois and Kentucky, WTVW pointed out. Products identified with the various ABC-TV programs (viz., orchids, luau cookbooks, leis with *The Islanders*, fortune cookies with *Hong Kong*) were given out to visitors. Displays accompanied all the ABC-TV previews. Additionally, WTVW obtained costumes from returning network properties for the 1960-61 season.

Cooperating fully in the project were such diverse firms as Pan American and United Air Lines, 20th Century-Fox, Warner Bros., Screen Gems, Ziv-United Artists, Desilu, MCA, MacGregor and Wilson sporting goods, Purdue U., and others.

Except for stories carried by local newspapers, WTVW carried the brunt of promotion on its air schedules.

Big turnouts ■ End-of-the-summer picnics and outings drew huge crowds for sponsoring radio and television stations in Cincinnati, Cleveland and Pittsburgh.

WHK Cleveland, reports its second annual Appreciation Night at Geauga Lake Park doubled the attendance of last year's effort with an estimated 105,000 people in the audience. WHK personalities were hosts to 22 recording stars and groups headlined by teenage singer Fabian.

WIIC (TV) Pittsburgh, began its promotion of NBC fall programming with a day-long affair at the West View Amusement Park. The station claims an attendance of 15,000 for the event which offered 12,000 free rides and many valuable prizes. Each of the park's 21 rides were renamed to promote a new NBC show. (For example: the caterpillar was renamed the "Klondike Caterpillar" (see picture).

Highlight of the 11th annual picnic of WKRC-AM-TV Cincinnati was a boat race with park patrons helping WKRC personalities row across Le Sourdsville Lake.

'Dr.' Moore endorsed

A CBS Radio merchandising prescription delivered healthy results to a summer advertiser looking for specialized treatment.

A total of 1,984 entries were put in a fish bowl at CBS Radio Aug. 19. This was the date set for the drawing of three winners in a contest designed to show dealers' reactions to Pittsburgh Plate Glass Co.'s sponsorship of the *Garry Moore Show*. Approximately 2,500 PPG dealers across the country were sent questionnaire cards on which dealers were to check one of four reasons why Garry Moore "is an ideal salesman for PPG Auto Glass installations." In an optional question, more than 1,000 entrants expressed their personal endorsement of Mr. Moore's salesmanship.

A second part of the mailing to dealers consisted of a package containing an apothecary jar filled with pill-like candies to be taken "as scheduled locally on CBS Radio . . . once each weekday during August" and intended to "cause panes of Pittsburgh Plate Glass to disappear from stock." Ross Fernow, advertising manager of PPG's Auto Glass Div., reports sales are up over the comparable period a year ago and that the radio buy—coupled with the dealer contest—brought PPG to the attention of consumers. First place winner received a 1961 Columbia High-Fidelity Stereo Console. Second and third place winners were awarded Columbia transistor portable radios. The contest was created by Arthur L. Hecht, CBS director of merchandising.

'Official appreciation'

Gov. Price Daniel of Texas expressed "official appreciation" for the cooperation the Texas Assn. of Broadcasters has given to the Governor's Highway Safety Commission.

The governor commented in particular about the "Drive Lighted and Live" campaign of the Fourth of July weekend. Texas radio stations urged drivers to drive with their headlights on during daylight hours as a sign that they were safe drivers. He cited an 18% reduc-

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.
NEW SUBSCRIPTION ORDER
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☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill
name title/position*
company name
address
city zone state
Send to home address — —
* Occupation Required

tion below predicted accidents as the "first major achievement of this kind in recent years on that particular holiday."

Riding on WICC

During holiday weekends, as on this Labor Day, WICC Bridgeport, Conn., has the most popular car on the road. The station's mobile unit swings into the stream of traffic on the 129-mile Connecticut Turnpike and at every toll station WICC pays the quarter fee for the motorist directly behind the news unit. The highway host calls the payment the price of safety. Turnpike toll collectors in New Haven and Fairfield Counties, who are familiar with WICC's safety program, refuse to take tolls from the trailing motorists. Instead, they say: "This one's on WICC. Drive safely, arrive safely, enjoy your trip." Preceding each long holiday weekend, WICC airs a saturation spot announcement campaign linking the "toll treat" with turnpike safety. WICC's traffic safety projects in 1959 earned an Alfred P. Sloan Award.

Costly fans

Mutual discovered last week that fan-mail requests (even those from managers and owners of affiliated stations) can become too costly. On Aug. 23, MBS presented on *The World Today* (8:05-8:30 p.m.) a 25-minute program dedicated to the late Oscar Hammerstein II. For a week thereafter, the network reported, station officials sent in congratulatory wires and asked for tapes of the program for their re-use at a later date. When the number of requests mounted to 180—or nearly half of the network's total complement of affiliates—MBS' accounting department stepped in, saying it was too costly for the network to produce the tapes. But Mutual offered a solution: last Tuesday (Aug. 30), the network replayed the program on closed circuit so that affiliated stations might record the show off the line.

Drumbeats

In case of attack ■ WWRL New York is distributing in Spanish-Puerto Rican and Negro neighborhoods a police department pamphlet that outlines precautions to take against muggers, burglars and molesters. With support through heavy on-air promotion, WWRL sends its mobile unit into the areas for interviews with women who have experienced any such ordeal, and to hand out the 4-page pamphlet.

Nose counting ■ WMAY Springfield, Ill., has been conducting a presidential preference poll in that city. Attractively-dressed girls with red-white-and-blue WMAY buttons and ballot boxes cover private homes, business offices and industrial plants asking each individual to name his choice for President and for governor of Illinois. In addition they are asked to list party affiliation.

Gold medal ■ *Tele-Log*, a monthly external house organ published by KRON-TV San Francisco, won a gold medal in its category of the press awards given by the California State Fair & Exposition. It has been published by the station since October 1956. The booklet gives a variety of information about significant events in the operation of KRON-TV and its affiliated network, NBC-TV. It is mailed monthly to a specialized group of 3,500 including employes, educators, PTA and government officials, business and civic leaders, agency executives and others interested in television.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

August 25 through August 31. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Am Stations

APPLICATIONS

Honolulu, Hawaii—Polynesian Bcstg. Inc. 1210 kc, 1 kw. P.O. address Lusitania & School Sts. Estimated construction cost $18,500, first year operating cost $30,000, revenue $40,000. Applicant is Mary K. Wong, former 42% owner of KOOD Honolulu. Ann. Aug. 25.

Salina, Kans.—John M. Hall. 630 kc, 500 w. P.O. address 1521 Siefkin Lane, Wichita 8, Kans. Estimated construction cost $61,916, first year operating cost $68,000, revenue $84,000. Applicant is ⅓ owner of KWBB Wichita. Ann. Aug. 25.

Hartford, Ky.—Hayward F. Spinks. 1600 kc, 500 w D. P.O. address 302 Mulberry Ct. Estimated construction cost $18,725, first year operating cost $35,000, revenue $38,000. Applicant owns pharmacy. Ann. Aug. 25.

Bucryus, Ohio—Andrew Emerine. 1520 kc, 250 w. D. P.O. address 502 N. Main St., Fostoria, Ohio. Estimated construction cost $18,035, first year operating cost $50,000, revenue $60,000. Applicant is 20% owner of WFOB-AM-FM Fostoria, Ohio. Ann. Aug. 30.

Comanche, Tex.—Radio Comanche. 1550 kc, 250 w D. P.O. address Box 1109, Graham, Tex. Estimated construction cost $9,696, first year operating cost $28,800, revenue $36,000. Applicant is Gilbert T. Webb, sole owner, former 50% owner of KSWA Graham and KBAL San Saba, both Texas. Ann. Aug. 29.

Existing Am Stations

ACTIONS BY FCC

WVNA Tuscumbia, Ala.—Cp to change hours of operation from D to unl., utilizing 1 kw DA-N during nighttime operation and 5 kw, during daytime operation and change ant.-trans., location. (1590 kc) Ann. Aug. 29.

KRUS Ruston, La.—Cp to increase daytime power from 250 w to 500 w and to install new trans. (1490 kc) Ann. Aug. 25.

New Fm Stations

APPLICATIONS

Sioux City, Iowa—Edwin C. Wolff. 97.9 mc, 2.97 kw. P.O. address 1614 Morningside Ave. Estimated construction cost $14,689, first year operating cost $25,000, revenue $30,000. Applicant is owner of radio and phonograph equipment business. Ann. Aug. 30.

Beverly, Mass.—United Bcstg Co. 101.7 mc, 1 kw. P.O. address 44 Country Corners Rd., Wayland, Mass. Estimated construction cost $9,216. Applicant fm proposes to

EDWIN TORNBERG
& COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

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Equipping a Radio Station?

BK-6B

Miniature Microphone

only $82.50

This RCA Miniature Dynamic Microphone is as inconspicuous as modern microphone design can make it! Just 2 9/16" long, it weighs but 2.3 ounces. And, in spite of its compactness, the BK-6B is a durable, high-quality microphone. Try it for remotes! You'll find it excellent for interviews, panel shows and sports. It's a great value at $82.50!

Order your BK-6B now! Write to RCA, Dept. L-22, Building 15-1, Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

RADIO CORPORATION of AMERICA

Tmk(s)®

RCA

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING August 31

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,461	45	87	858
FM	730	23	181	153
TV	473	60	75	117

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING August 31

	VHF	UHF	TV
Commercial	453	80	533
Non-commercial	35	12	47

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1960

	AM	FM	TV
Licensed (all on air)	3,455	714	471[1]
CPs on air (new stations)	36	32	63[2]
CPs not on air (new stations)	115	196	76
Total authorized stations	3,603	942	656
Applications for new stations (not in hearing)	593	72	27
Applications for new stations (in hearing)	204	36	75
Total applications for new stations	797	108	102
Applications for major changes (not in hearing)	582	29	38
Applications for major changes (in hearing)	277	10	14
Total applications for major changes	859	39	52
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

duplicate its operation of am station (application now pending). Ann. Aug. 30.

Worcester, Mass.—Waterman Bcstg. Corp. 107.3 mc, 1.39 kw. P.O. address 34 Mechanic St. Estimated construction cost $11,145, first year operating cost $18,000, revenue $21,000. Applicant fm will duplicate WAAB Worcester. Ann. Aug. 25.

Williamsburg, Va.—Williamsburg Bcstg. Co. 96.5 mc, 3.58 kw. P.O. address 3855 N. 30th St., Arlington, Va. Estimated construction cost $15,500, first year operating cost $66,000, revenue $70,000. Applicant fm will duplicate WCBI Williamsburg. Ann. Aug. 25.

Ownership Changes

APPLICATIONS

KDXE North Little Rock, Ark.—Seeks transfer of control of **Arkansas Valley Bcstg. Co.** from **Claude Carpenter Jr.**, sole owner, to **Sim C. Callon** for $47,000. Mr. Callon is in real estate. Ann. Aug. 25.

WMMW Meriden, Conn.—Seeks assignment of license from **Silver City Crystal Co.** to **Meriden Radio Inc.** for $125,000. Purchasers are **Edward B. Connolly, G. A. Kruttschnitt, Hall Syndicate Inc.**, and others. Hall Syndicate publishes newspapers, is headed by **Robert M. Hall** and is applicant for purchase of KCOR San Antonio, Tex. Mr. Kruttschnitt has been associated with WMMW as officer and stockholder for five years. Mr. Connolly has interest in KATZ St. Louis, Mo. Ann. Aug. 30.

WGMA Hollywood, Fla.—Seeks assignment of license from **Melody Music Inc.** to **Southland Bcstg. Co.** for $265,000. Purchasers are **Kingsley H. Murphy Jr.** and **Carroll E. Crawford**, equal partners, owners of KOTE Fergus Falls, Minn. Ann. Aug. 29.

WAFM (FM) Miami, Fla.—Seeks assignment of license from **Bayfront Bcstg. Corp.** to **WKAT Inc.** for $25,000. Purchaser is estate of **A. Frank Katzentine**, deceased. **Ucola Katzentine** is executrix and sole beneficiary of estate. WKAT Inc. is license of WKAT Miami Beach, Fla. Ann. Aug. 25.

Ocilla Bcstg. System, Ocilla, Ga.—Seeks assignment of cp from **Ocilla Bcstg. System** to **Charles Cullis Wade** for $6,000. Mr. Wade is in various businesses in South. Ann. Aug. 29.

WSFB Quitman, Ga.—Seeks assignment of license from **Quitman Bcstg. Co.** to **John E. Boyd** for $45,000. Mr. Boyd formerly had interest in WFSC Franklin, N.C., and is applicant for new am in Lenoir, N.C. Ann. Aug. 29.

KPOI-AM-FM Honolulu, Hawaii—Seeks transfer of control of **KPOI Bcstg. Co.** from **H. G. Fearnhead**, 51%, to **Colgreene Bcstg. Co.** for $83,750. Purchasers are **Orin Lehman**, 70%, and **Albert Heit**, 30%, owners of WHUC Hudson, N.Y. Ann. Aug. 29.

WMT Cedar Rapids, KWMT Ft. Dodge, both Iowa—Seeks transfer of control of **American Bcstg. Stations Inc.** from **Helen Shaffer Mark** and **Helena Mark Herman**, surviving trustees of voting trust, to same principals and **William B. Quarton** (to replace **Herbert M. Bingham**, deceased). Also, stock held personally by **Helen Shaffer Mark**, 6.8%, will be transferred to voting trust for certificate of interest and no financial consideration. Ann. Aug. 25.

WTCR Ashland, Ky.—Seeks transfer of control from **WTCR Inc.** to **Connie B. Gay Bcstg. Corp.** by simple exchange of stock with no financial consideration involved. Ann. Aug. 25.

WQMR Silver Spring, Md.; WGAY-FM Washington, D.C.—Seeks transfer of control from **WGAY Inc.** to **Connie B. Gay Bcstg. Corp.** by simple exchange of stock with no financial consideration involved. Ann. Aug. 25.

KFEQ-AM-TV St. Joseph; KLIK Jefferson City, both Missouri— Seeks transfer of control of **KFEQ Bcstg. Co.** and **KLIK Bcstg. Inc.** from **Oscar K. Fine** and **Jesse D. Fine**, 30% each, **Isadore J. Fine**, 20%, and others, to **KFEQ Bcstg. Inc.** and **GTS Bcstg. Inc.**, respectively, for $1,850,000. Purchaser is **Connie B. Gay Bcstg. Corp.**, group headed by **Connie B. Gay**, 76.49% owner. Mr. Gay owns WQMR Silver Spring, Md.; WGAY Washington, D.C.; WTCR Ashland, Ky., and WFTC Kingston, N.C. Ann. Aug. 25.

WSOC Charlotte, N.C.—Seeks assignment of license of **Carolina Bcstg. Co.** from **Henderson Belk** to **WIST Inc.**, corporation wholly-owned by Mr. Belk. No financial consideration involved. Ann. Aug. 30.

WFTC Kingston, N.C.—Seeks transfer of control of **Town and Country Worldwide Productions Inc.** from **Connie B. Gay**, sole owner, to **Connie B. Gay Bcstg. Corp.**, change in business form. Ann. Aug. 25.

North Carolina Electronics Inc., Raleigh, N.C.—Seeks transfer of control of corporate permittee from **John P. Gallagher**, sole owner, to **James Poston** and **Frank P. Larson Jr.**, 25% each, and **Mr. Gallagher**, 50%. Messrs. Poston and Larson agree to dismiss their application for new am to operate in Washington, N.C., and will pay $1.00 per share for up to 7,100 shares in permittee corporation. Mr. Larson has interest in WUTV (TV) Charlotte, N.C. Mr. Poston is vp of industry sales agency. Ann. Aug. 25.

WEKR Fayetteville, Tenn.—Seeks assignment of license of **Fayetteville Bcstg.**

PROFESSIONAL CARDS

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Co. from G. Paul Crowder and Irene C. Norman (executors of estate of **John R. Crowder**), and **James Porter Clark**, to Mr. Clark, sole owner, for $52,500. Ann. Aug. 30.

KBUY Amarillo, Tex.—Seeks assignment of license from **Worley & Sanders Bcstrs.** to **KBUY Inc.** for $250,000. Purchaser is **G. E. Miller & Co.**, owner of KOKE Austin, Tex. G. E. Miller & Co. also has option for 50% interest in KINT El Paso, Tex. Ann. Aug. 29.

KURV Edinburg, Tex.—Seeks transfer of control of **KURV Inc.** from **Rogers Kelley**, sole owner, to **W. Lloyd Hawkins**, 44%, **Norman E. Loomis**, 33%, and **D. A. Benton**, 23%, for $150,000. Mr. Hawkins is owner of KRTN Raton, N.M. Mr. Loomis is in oil and gas production. Mr. Denton is 10% owner of KTNM Tucumcari, N.M. Ann. Aug. 25.

Hearing Cases

FINAL DECISIONS

■ Commission gave notice that July 11 initial decision which looked toward granting application of Frank James for new class B fm station to operate on 107.7 mc in Redwood City, Calif., became effective Aug. 30 pursuant to sec. 1.153 of rules. Ann. Aug. 31.

■ Commission gave notice that June 29 initial decision which looked toward granting application of Bill S. Lahm for new am station to operate on 1220 kc, 500 w, D, in Wisconsin Rapids, Wis., became effective Aug. 18 pursuant to sec 1.153 of rules. Ann. Aug. 31.

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward (1) affirming Dec. 2, 1959 grant of applications of (a) Alvarado Tv Co., to increase vis ERP of station KVOA-TV (ch. 4), Tucson, Ariz., from 5.37 kw (7.29 dbk) to 35 kw (15.44 dbk) and ant. height from 30 ft. to 3,682 ft., change trans. site to about 17 miles northeast of city atop Mt. Bigelow, and make other changes, and (b) Old Pueblo Bcstg. Co. to move trans. of KOLD-TV (ch. 13), Tucson, to same location as KVOA-TV atop Mt. Bigelow, increase vis ERP from 30 kw (14.77 dbk) to 75.4 kw (18.77 dbk) and ant. height from 100 ft. to 3,747 ft., and make other changes, and (2) setting aside Feb. 9, 1960 memorandum opinion and order which postponed effective dates of grants pending hearing on protest by Tucson Tv Co., (KGUN-TV, ch. 9), Tucson. Ann. Aug. 26.

OTHER ACTIONS

■ By order, commission, on petition by Assoc., of Federal Communications Consulting Engineers, further extended time from Sept. 1 to Sept. 30 for filing comments and from Sept. 16 to Oct. 14 for filing reply comments in rulemaking proceeding on interim policy on shorter-spaced vhf tv channel assignments and amendment of part 3 concerning tv engineering standards. By separate orders, commission also extended to those dates time for filing comments and replies in rulemaking affecting tv table of assignments in Grand Rapids, Cadillac, Traverse City, and Alpena, all Michigan, and New Bedford, Mass.-Providence, R.I. Ann. Aug. 26.

■ Commission on August 25 granted petition by Jack L. Powell and Alyce M. Powell, joint tenants (KVON), Napa, Calif., and extended to Aug. 25 time to file opposition to petition by Golden Gate Bcstg. Corp. (KSAN), San Francisco, Calif., to enlarge issues in proceeding on their am applications, et al. Ann. Aug. 29.

■ By order, commission, on motion by Massachusetts Bay Telecasters Inc., extended from Aug. 28 to Sept. 12 time for parties to file replies to petition by WHDH Inc. (WHDH-TV), for rehearing of July 14 Boston ch. 5 decision which (1) vacated April 24, 1957 grant to WHDH Inc., to operate on that channel, ordered further comparative evaluation of all applicants (WHDH, Massachusetts Bay, Greater Boston Tv Corp., and Allen B. DuMont Laboratories Inc.), with filing of briefs and subsequent oral argument before commission en banc and, meanwhile, allowed WHDH-TV to continue its present ch. 5 operation under STA. Ann. Aug. 31.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Granted petition by Broadcast Bureau and extended to Sept. 7 time to file exceptions and brief to initial decision in proceeding on am application of KDEF Bcstg. Co. (KDEF), Albuquerque, N.M. Action Aug. 30.

Granted petition by Golden Gate Bcstg. Corp. (KSAN), San Francisco, Calif., and extended to Sept. 6 time to file reply to oppositions to its petition to enlarge issues filed by Broadcast Bureau and Jack L. Powell and Alyce M. Powell (KVON), Napa, Calif., in am proceeding Action Aug. 30.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to Aug. 26 time to file response to petition by Norman A. Thomas to enlarge issues in proceeding on his application for new am station in Greenville, Tenn., et al. Action Aug. 26.

■ Granted petition by Albuquerque Bcstg. Co. (KOB), Albuquerque, N.M., and its successor company, KSTP Inc., for leave to amend application to substitute latter as applicant therein. Action Aug. 26.

■ Granted petition by Mercury Bcstg. and extended to Sept. 26 time to file response to petition by Western Plains Bcstg. Co. party-respondent, to enlarge issues in proceeding on Mercury's application for a new am station in Colorado Springs, Colo. Action Aug. 26.

Granted petition by Broadcast Bureau and extended to Sept. 13 time to file responses to petition by Valley Telecasting Co. to enlarge issues in Wausau, Wis., tv ch. 9 proceeding. Action Aug. 26.

■ Granted petition by Kingsport Bcstg. Co., (WKPT), Kingsport, Tenn., and extended to Aug. 30. time to reply to exceptions of Broadcast Bureau in proceeding on its am application and that of John K. Rogers, Bristol, Tenn. Action Aug. 26.

By Hearing Examiner Charles J. Frederick

Granted motion by Tucson Tv Co. (KGUN-TV), Tucson, Ariz., insofar as it requests correction of transcript in proceeding on applications of Alvarado Tv Co., (KVOA-TV) and Old Pueblo Bcstg. Co. (KOLD-TV), Tucson; denied motion in other respects. Action Aug. 29.

By Hearing Examiner Millard F. French

■ Granted petition by Rahall Bcstg. Inc., for leave to amend am application to reflect assignment of license of station WQTY (formerly WTTT), Arlington, Fla., from Lawrence E. Bodkin, receiver, to Rahall Bcstg. Inc. Action Aug. 22.

By Hearing Examiner Walther W. Guenther

Denied petition by Medford Bcstrs. Inc. (KDOV), Medford, Ore., for leave to amend its am application by specifying new ant. site, located approximately three miles northeast of its present site, and rejected amendment submitted therewith; application is consolidated for hearing with am application of Rogue Valley Bcstrs. Inc. (KWIN), Ashland, Ore., and R. W. Hansen (KCNO), Alturas, Calif. Action Aug. 29.

By Hearing Examiner Annie Neal Huntting

■ Further continued without date hearing in matter of application of Philip D. Boothroyd, Sparta, N.J., for renewal of radiotelephone first class operator license pending determination of litigation proceedings in Court of Appeals on Morton Borrow v. FCC. Action Aug. 23.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Nathan Frank (WNBE-TV), New Bern, N.C., for mod of prehearing procedure in re its proposal for specification of trans. and ant. site; continued prehearing conference from Sept. 26 to Sept. 30. Action Aug. 29.

■ Granted petition by Hennepin Bcstg. Assoc. for acceptance of amendment to its application for new am station in Minneapolis, Minn., which is minor in scope and does not affect present issues. Action Aug. 29.

By Hearing Examiner Jay A. Kyle

■ Granted request by WBUD Inc., and extended to Sept. 26 time to file proposed findings of fact and conclusions of law, and replies to be filed by Oct. 19, in proceeding on its application and that of Concert Network Inc., for new fm stations in Trenton, N.J. Action Aug. 25.

By Hearing Examiner Herbert Sharfman

■ Rescheduled Sept. 7 hearing for Sept. 22 in proceeding on application of Mark Twain Bcstg. Co., for renewal of license of station KHMD Hannibal, Mo. Action Aug. 25.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and continued from 9 a.m., Sept. 2 to 10 a.m., Sept. 14 conference for group 2 of consolidated proceeding on am applications of Michigan Bcstg. Co. (KBCK), Battle Creek, Mich., et al. Action Aug. 24.

■ Granted petition by Caba Bcstg. Corp., for leave to amend its application for new am station in Baltimore, Md., to substitute Radio Americana Inc., for Caba, and retained amendment application in hearing status; matter of petition by another applicant in proceeding-Rossmoyne Corp., for dismissal of its application for new am station in Lebanon, Pa., will be considered in initial decision in consolidated proceeding. Action Aug. 24.

■ Granted petition by Broadcast Bureau and continued date for hearing conference from 9 a.m., Sept. 1 to 10 a.m., Sept. 12 and for further hearing from 10 a.m., Sept. 1 to 11 a.m., Sept. 12, in proceeding on a.m. applications of WPET Inc. (WPET), Greensboro, N.C., et al. Action Aug. 24.

■ Upon request by KCRA Inc., Sacramento, Calif., continued to Sept. 6 time to exchange its engineering exhibits in proceeding on its application for renewal of license which is consolidated for hearing. Action Aug. 29.

■ Granted joint petition by applicants and extended to Nov. 15 time to file proposed findings and to Nov. 30 for replies in proceeding on am applications of Radio Muscle Shoals Inc. (WOWL), Florence, Ala., et al. Action Aug. 29.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of August 26

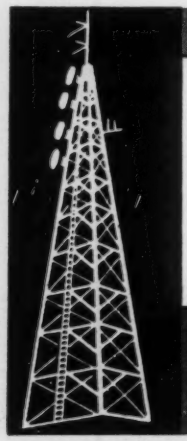
WMNB North Adams, Mass.—Granted acquisition of positive control by Robert Hardman through purchase of stock from **James Gordon Keyworth.**

KXQR (FM) Bakersfield, Calif.—Granted assignment of license and SCA to **Elward L. and Maude H. Robertson** and **Walter B. Marston.**

WNCN (FM) New York, N.Y.—Granted assignment of cp, license and SCA to WNCN Inc.

WHNB-TV New Britain, Conn.—Granted license for tv station; ant. 970 ft.

WCHL Chapel Hill, N.C.—Granted cp to replace expired permit to change ant.-trans.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and studio location and make changes in ground system.

WYSL-FM Amherst, N.Y.—Granted mod. of cp to increase ERP to 4.9 kw, change type ant. and make changes in ant. system and trans.

WGH-FM Newport News, Va.—Granted mod. of cp to increase ERP to 100 kw, decrease ant. height to 330 ft. change type ant. and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: WIXK New Richmond, Wis. to Sept. 16; WAMO Pittsburgh, Pa., to Oct. 22; KCJH San Luis Obispo, Calif. to March 9, 1961.

WFUR-FM Grand Rapids, Mich.—Remote control permitted.

Actions of August 25

KROG Sonora, Calif.—Granted assignment of license to Ralph P. Bowen tr/as **Sonora Bcstg. Co.**

WBEU Beaufort, S C.—Granted license covering installation of new trans.

KWED Seguin, Tex.—Granted license to use old main trans. as aux. trans. at main trans. location and operate by remote control.

KSAM Huntsville, Tex.—Granted license covering change in ant. trans. and studio location and make changes in ant. system and ground system.

KFSD-FM San Diego, Calif.—Granted license covering increase in ERP and ant. height, change ant.-trans. and main studio location, type trans. and make changes in ant. system.

KIHI (FM) Tulsa, Okla.—Granted license for fm station; condition.

KOOO Omaha, Neb.—Granted license covering increase in power, installation new trans. and change in studio location.

KARR Great Falls, Mont.—Granted license covering increase in daytime power and installation of new trans.

KXXL Bozeman, Mont.—Granted license covering increase in daytime power and installation of new trans.

WRFL (FM) Winchester, Va.—Granted cp to install new trans. and ant. at 50 ft. southwest of present main trans. location with remote control operation of trans. from studios for aux. purposes; ERP 8.6 kw; ant. 1,330 ft.

KGPO (FM) Grants Pass, Ore.—Granted cp to increase ERP to 4.5 kw, increase ant. height to 530 ft., change ant.-trans. location and install new type trans.

WIBA-FM Madison, Wis.—Granted cp to decrease ERP to 11 kw, decrease ant. height to 470 ft., change trans. location, install new ant. and make changes in ant. system; remote control permitted; conditions.

KDFC (FM) San Francisco, Calif.—Granted mod. of SCA to make changes in programming format.

WKBV-FM Richmond, Ind.—Granted mod. of cp to decrease ERP to 23 kw, change type trans. and type ant. and make changes in ant. system.

KMAX (FM) Sierra Madre, Calif.—Granted mod. of cp to change type trans. and move trans. location.

WMOP-FM Ocala, Fla.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WCRM Clare, Mich. to Oct. 31; WTYS Marianna, Fla. to Sept. 30; WTVB Coldwater, Mich. to Oct. 15; *WGUC (FM) Cincinnati, Ohio to Oct. 1; *WSMC-FM Collegedale, Tenn. to Nov. 9; KQUE (FM) Houston, Tex. to Oct. 1; KWG-FM Stockton, Calif. to Nov. 24; WAUX-FM Waukesha, Wis. to March 8, 1961; WILY (FM) Pittsburgh, Pa. to Nov. 15; WSLM-FM Salem, Ind. to Oct. 1.

WYFI-FM Norfolk, Va.—Granted license covering changes in ERP, ant. system and ground system.

KAAB Hot Springs, Ark.—Granted extension of authority through Sept. 20 to sign-off at 8:05 p.m. daily except for special events.

WWML Portage, Pa.—Granted change of remote control authority.

KXXL Bozeman, Mont.—Granted mod. of cp to change type trans.

Actions of August 24

KNTV (TV) San Jose, Calif.—Granted involuntary transfer of control from **Allen T. Gilliland Sr.** to **Allen T. Gilliland Jr., W.W. Jacka** and **Bank of America, National Trust & Savings Assn.**, executors of estate of Allen T. Gilliland Sr. deceased.

WJDX-AM-FM Jackson, Miss.—Granted transfer of control from **Life Companies Inc.** to **John D.** and **Clint W. Murchison Jr.**

WSIL-TV Harrisburg, Ill.—Granted license covering operation in accordance with report and order adopted March 21, 1958.

WLUK-TV Green Bay, Wis.—Granted license covering changes in tv station.

KMFO Omaha, Neb.—Granted cp to install new type trans.; condition.

KFDR Grand Coulee, Wash.—Granted cp to change ant.-trans. and studio location, make changes in ant. system (increase height) and in ground system.

WRDW-TV Augusta, Ga.—Granted cp to change ERP to vis. 316 kw, aur. 158 kw, type trans., changes in equipment, correct geographic coordinates and change in financial data; ant. 650 ft.

Columbia Bcstg. Co., Inc. New York, N.Y.—Granted extension of authority to Sept. 15, 1961 to transmit programs to CFRB, CKAC, CJAD and other stations under control of Canadian Bcstg. Corp.; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

National Bcstg. Co., Inc. New York, N.Y.—Granted extension of authority to September 15, 1961 to transmit programs to stations under control of Canadian Bcstg. Corp. or to any licensed station in Canada whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WHOH (FM) Hamilton, Ohio—Granted extension of authority to Oct. 3 to remain silent; conditions.

KRAK-FM Stockton, Calif.—Granted request for cancellation of license; call letters deleted.

KNDC Hettinger, N.D.—Granted authority to Nov. 18 to sign-off at 7 p.m.

KLEI Kailua, Hawaii—Granted extension of authority to Sept. 22 to remain silent.

KVOO Tulsa, Okla.—Remote control permitted while using non-DA.

WHHM Memphis, Tenn.—Remote control permitted for trans. and alternate main trans.

WDAF-FM Kansas City, Mo.—Rescinded commission action of Aug. 2 granting extension of completion date to January 27, 1961.

■ Following stations were granted extensions of completion dates as shown: KTOD Sinton, Tex. to March 9, 1961; WBBF-FM Rochester, N.Y. to Nov. 7 KSWC Tucson, Ariz. to March 15, 1961.

Actions of August 23

WCCN Neillsville, Wis.—Granted acquisition of positive control by **Howard Sturtz Jr.** through purchase of stock from **Herman North.**

KRSC Othello, Wash.—Granted extension of authority to Dec. 1 to sign-off at 6 p.m.

KVRH Salida, Colo.—Granted extension of authority to Nov. 1 to sign-off at 8 p.m.

Actions of August 22

KSEL Lubbock, Tex.—Granted assignment of licenses to **David R. Worley**, et al.

KURL Billings, Mont.—Granted assignment of license to **Yellowstone Bcstg. Corp.**

KHFI (FM) Austin, Tex.—Granted assignment of license and SCA to **Kennedy-Heard Features Inc.**

KTVE (TV) El Dorado, Ark.—Granted license for tv station; ant. 1,320 ft.

WFAG Farmville, N.C.—Granted mod. of license to change name to Carl Venters Jr., and H. Cloid Wade Jr.

KAKE-TV Wichita, Kans.—Granted mod. of license to change name to KAKE-TV and Radio Inc.

KSVN Ogden, Utah—Granted change of remote control authority.

■ Following stations were granted extensions of completion dates as shown: WDYL Ashland, Va. to Jan. 1, 1961; KVFD Fort Dodge, Iowa to Nov. 25; WETT Ocean City, Md. to Nov. 1; WPRT Prestonsburg, Ky. to Feb. 20, 1961; WLBT (TV) Jackson, Miss. to Oct. 1; WFBM-TV Indianapolis, Ind. to Dec. 2; KTPS (TV) Tacoma, Wash., to March 13, 1961; KTXT-TV Lubbock, Tex. to Jan. 21, 1961; WIPM-TV Mayaguez, P.R. to Nov. 30; KIFI-TV Idaho Falls, Idaho to Feb. 9, 1961.

Actions of August 8

WGR-TV Buffalo, N.Y.—Granted license covering changes and to redescribe trans. location (not a move) (aux. trans.).

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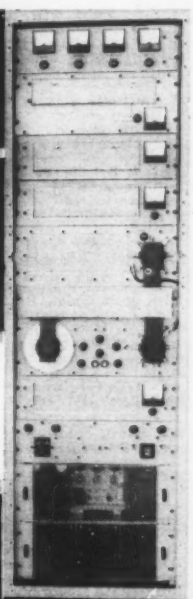

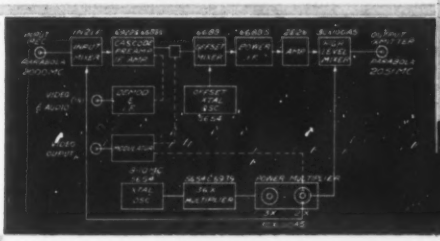

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Ohio single station market daytimer needs station manager experienced in full operation of small market station. Box 872B, BROADCASTING.

Station in one of top 25 markets will soon require general manager. Opportunity for a manager or sales manager with strong sales record to join group operation. Must provide finest references. Send all information, resume and photo in first letter to Box 943B, BROADCASTING.

Commercial manager for power station on Miss. gulf coast. Prefer area man. Percentage with good guarantee. Excellent potential. All new popular music programming with excellent acceptance. Send photo and resume to Sam Woodall, WVMI, Biloxi, Miss.

Sales

Mid-south chain. See our ad under management. Box 481B, BROADCASTING.

Metropolitan market SW has attractive offer for experienced salesman with sales management potentiality. Replies confidential. Send references and background to Box 807B, BROADCASTING.

Top salary plus commissions to 25% for aggressive salesman in half-million market! Immediate opening for mature, experienced man! All replies confidential. Box 878B, BROADCASTING.

Newark, New Jersey—Top independent, top money and future for salesman who loves to sell, multiple chain, send resume Box 929B, BROADCASTING.

Salesman—excellent opportunity for good producer. Top St. Louis independent, multiple market, $6,000 plus, resume to Box 935B, BROADCASTING.

Experienced radio salesman to assume management of sales department. Guarantee, expenses, override. Excellent opportunity to make money if you produce. KWVY, Waverly, Iowa.

Help Wanted—(Cont'd)

Sales

Two aggressive salesmen for new full-time am going on the air about December 1. Fast-growing market. Your chance to get in on ground floor. Write General Manager, WBBX, Portsmouth, New Hampshire.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Announcers

Negro announcer. Must be experienced and rockin' personality for major market station. Rush experience and tape. Box 591B, BROADCASTING.

Negro announcer with 1st ticket and strong air personality for established major market station. Must be a go-getter. Resume and tape immediately. Box 662B, BROADCASTING.

Wanted—experienced announcer with deep, resonant voice for metropolitan Good Music operation. Start $105 per week, replies confidential. Send tape and references first letter to Box 808B, BROADCASTING.

Adult programming requires adult talent. We have an upcoming opening in a southern metropolitan market for an experienced, mature announcer, preferably with first phone. Send tape, details to Box 825B, BROADCASTING.

Have mid-September opening for experienced announcer desiring to locate in small Georgia city near Atlanta. Favorable working conditions. Above average for right man. Send audition tape with letter to Box 827B, BROADCASTING.

New radio station eastern shore of Maryland needs good announcer with first class ticket. Great opportunity for hard worker. Great place for family boating, hunting, all water sports. Contact with complete details first letter. Box 880B, BROADCASTING or phone Talbort 2-3301, Easton, Md.

Chief engineer-announcer wanted for new radio station directional. Also opportunity to make extra cash selling. Send complete resume to Box 881B, BROADCASTING.

Announcer wanted: Long on ability, short on talk, able to program good music. Good location with pioneer good music and news station. Box 890B, BROADCASTING.

Have immediate opening announcer-salesman 1. Salesman 1 kw ABC daytimer Florida east coast. Good opportunity for right man. Box 914B, BROADCASTING.

Experienced, mature voice for medium market fulltimer. Must be capable in all areas including news delivery. Starting salary $120.00 per week. Tape and complete resume required. Write Box 940B, BROADCASTING.

Versatile staff announcer for central Pennsylvania daytimer. Excellent opportunity to succeed with new, live wire operation. 1st ticket preferable. Send tape, salary requirements and resume. Box 971B, BROADCASTING.

Minnesota regional station needs announcer with first class ticket. Good salary. Must be good announcer. KTOE, Mankato, Minn.

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona.

Experienced announcer with first phone. Good pay. Fringe benefits. Good working conditions in northeast Iowa college town. Send tape, photo, resume, to KWVY Waverly, Iowa.

Help Wanted—(Cont'd)

Announcers

Announcer-first phone for multiple station operation with excellent chance for advancement and extra benefits. Send resume and tape to WALM, Albion, Michigan.

Top salary for experienced announcer with music, news, sports station. No top 40. Good future and best working conditions. Good voice essential. Rush tape and resume to John Garrison, WFUN, Huntsville, Alabama.

Program director and top air personality for WGEE, Indianapolis. Send background and tape to Tim Crow, Rollins Broadcasting-Telecasting. P.O. Box 1389, Wilmington, Delaware.

Needed immediately, announcer or combo man . . . permanent job with growing chain for capable qualified individual. Excellent working conditions in new ultra modern plant. City of 13,000 near Indianapolis. Send resume, tape. Contact Wally Bruner, General Manager, WITE, Brazil, Ind.

Announcer-copywriter with restricted permit. Resume, tape, sample copy to WKLZ, Box 663, Kalamazoo, Michigan.

Announcer—Must be experienced in dj and staff work. Emphasis on good commercial delivery, personality, and ability to work smoothly in fast-paced operation. Permanent positon at dominant station in solid market, offering excellent salary and full company benefits. Send tape and resume to WMAY, 711 Myers Bldg., Springfield, Illinois.

First fulltime announcing position opening in four years at WOKK, Meridian, Miss. station Pulse rated number one by far in 5 station market. Popular music format. Daytime shift. Good salary and fringe benefits. Send tape, photo and resume to Joe Carson, WOKK, Meridian, Miss.

Immediate opening, alert, combo dj. WRAJ, Anna, Illinois, Don Michel, Manager.

Experienced adult-music staff announcer. Excellent working conditions, congenial staff, good pay. Tape and detailed resume to Program Director, WSOY, Decatur, Illinois.

24 hour Florida station needs experienced announcer for morning show. Send resume, WTRL, Bradenton, Florida.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Technical

Southern metropolitan adult station needs engineer with announcing ability. 5 kw directional operation, excellent living conditions for the right man. Send tape, details to Box 826B, BROADCASTING.

Have immediate opening chief engineer-announcer 1 kw ABC daytimer Florida east coast. Good opportunity for right man. Box 915B, BROADCASTING.

Chief engineer—Northeastern metropolitan major suburban market, responsible conscientious engineer to head and direct engineering dept in all activities plus expansion plans. Latest and most modern equipment. Full particulars first inquiry. Salary open. Major corporation looking for capable person. Box 919B, BROADCASTING.

Engineer-announcer for Virginia 1000 watt station. Good salary and hours to right man. Engineering ability first consideration. Send tape and resume to Box 956B, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Top grade 1st engineer for complete charge, 1 kw station. Salary open. Must be good on equipment maintenance. Send complete resume to Jim Pryor, KCJB, Minot, N. Dak.

Chief engineer. AM and fm operation. Some announcing. Send information and tape to George Volger, Mgr., KWPC, Muscatine, Iowa.

Engineer-announcer, for new kilowatt full-timer. Help with station construction, then carry full announcing trick. Excellent opportunity to grow with new operation. Send tape and resume to Charles Halle, Station WBBX, Portsmouth, N.H.

Chief engineer for 1 kw. Coastal Maine area. Salary open—write WDEA, Ellsworth, Maine.

Top flight chief, sound engineer needed immediately for large, coastal Virginia Muzak franchisee. Thorough knowledge of installation, maintenance with ability to direct engineering department. Contact Dick Marable, WGH, Newport News, Virginia.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Production-Programming, Others

Local newsman-gather and announce 250 fulltime-southeast New York state. Box 786B, BROADCASTING.

Wanted, experienced continuity writer for good music station in metropolitan southwest city. Please send full details first letter to Box 811B, BROADCASTING.

Program director for well-established classical music station in the Pacific west. Must be capable of organizing and directing air personnel, supervising classical music selection, working with station's commercial staff, and giving fully professional action to program policy and station promotion. Please do not apply unless you can furnish proof of classical music broadcasting experience under demanding circumstances. Send full background, references and salary desired with first letter. Write Box 928B, BROADCASTING.

Program director. Leading 50,000 watt Pacific coast station has immediate opening for bright, aggressive, idea man, with extensive music and news programming background. Must be able to run a modern, tight personally, adult format operation. Box 933B, BROADCASTING.

Capable news director, experienced, both in gathering and airing of local news. Medium market, completely equipped. Must have mature delivery. Tape and complete resume required. Starting salary $125.00 weekly. Write Box 941B, BROADCASTING.

Need experienced radio continuity writer. Northwest North Carolina station. Send full particulars. Box 946B, BROADCASTING.

50 kw station needs young, aggressive radio newsman with experience and desire to take over news operation. Send tape, picture, and complete resume to Box 962B, BROADCASTING.

Program director-dj for adult format. Salary open. Advancement and management opportunity. Send full resume, picture and tape with letter. Confidential. Jim Pryor, KCJB, Minot, N. Dak.

Wanted—Experienced program director-announcer for 1-kw daytimer about to go fulltime. Emphasis on good music, news and sports. Car necessary. Progressive city of 15,000. Salary open. Send tape, photo, full information and references first letter to Manager, KSCB, Liberal, Kansas or phone Main 4-3891.

Have an immediate opening for experienced radio program-production man to build local and regional feature program concept. Write or phone Program Director, WOOD Broadcasting, Inc., Grand Rapids, Michigan.

Help Wanted—(Cont'd)

Production-Programming, Others

Fast-growing, 20-man, 4A agency in the growing southwest needs a man to head its busy radio-tv department. If you're young, ambitious, full of ideas, and have radio-tv copy experience, knowledge of production, and are willing to work hard, you may be the man we are seeking. Excellent opportunity for advancement within the agency. Air mail resume, picture, and starting salary requirements to Ward Hick Advertising, P.O. Box 1317, Albuquerque, New Mexico.

RADIO

Situations Wanted—Management

Experienced, adult, family radio man. Thoroughly familiar all phases. Fifteen years in business; eight years succesful management. Have first phone. Five figure man; prefer south or west. Box 874B, BROADCASTING.

My best salesman desires a management position in either radio or television. He billed $300,000 the past year. For details contact 895B, BROADCASTING.

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Station manager presently managing successful station. excellent salesman, sober, conscientious, highly reliable. Past record to support qualifications. Box 912B, BROADCASTING.

Retiring after 20 years as Marine. 13 years spent in radio-tv . . . capable of any assignment. Desire management and/or pd . . . 40, married, desire to settle for life . . . prefer southwest or west. Available January '61. Box 923B, BROADCASTING.

Revived a 'dog' from $75,000 two year loss to a top rated profitable operation in 1959, and in 1960. Nine station market. My job secure, but I'm prospecting for increased earning opportunity and more desirable location. Your expression of possible interest held confidential. Box 926B, BROADCASTING.

I offer character, stability, drive, sales results in return for growth opportunity with aggressive but honest and respected organization. Family man. No drifter. Twelve years radio-tv-newspaper sales, sales management experience. Presently employed. Box 948B, BROADCASTING.

Capable family man, lawyer, engineer, newscaster, productive radio-tv sales record. Box 961B, BROADCASTING.

Doubled gross-cut expenses half six months medium market. Guarantee same for you. Desire metropolitan market. Box 965B, BROADCASTING.

Sales manager-sales. Experienced in all types of programming. Sales, public relations, production and news. 6 years in present market. Self-starter, good idea man. Family man, 38. Warm climate needed for wife's health. Box 967B, BROADCASTING.

General manager, skilled, capable, 30 years experience. Top programming, aggressive sales, economical operation, public-relations and promotion. Experienced in am-fm-tv and ownership. Age 62. Frank O. Myers, P.O. Box 823, Fort Worth, Texas.

Sales

Executive-performer-writer re-entering tv-radio. 49.7 rating in top 25 markets. Extremely successful sales manager. West preferred. Write Box 896B, BROADCASTING.

Announcers

Major markets seeking personalities, attention: Not a top 40 T and T man but a personality, voices, gimmicks, inserts, etc. Three markets over 300,000 in background, seeking post in one of the top thirty markets. Have desire to swing . . . if you need ratings then you need me. Currently number one ratings. Box 833B, BROADCASTING.

Fifteen years experience announcer, disc jockey, news, sports, mature voice, tight production. Dependable, married. $150 weekly. Box 852B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Permanent position sought by mid-west am-tv operation for highly qualified, capable staff announcer whose summer-only agreement terminates in September. Box 853B, BROADCASTING.

Turntable mc-Glib adlib, over year experience. Seeks metropolitan location. Box 866B, BROADCASTING.

Sports job desired. Excel in play-by-play basketball. Am working in large market. Five years experience. Prefer midwest. Will consider other. Box 870B, BROADCASTING.

Young, married. 1 year tv: Announce, camera, audio, td. 5 months dj at 5 kw. 1st ticket, trade school, college. Radio and/or tv. Box 901B, BROADCASTING.

I need competition—I want a tough market. No. 1 Pulse jock, ex-net newsman, 12 years experience—1st phone. Now working pd-dj. Prefer eastern seaboard or southeast. Min. $150. Box 916B, BROADCASTING.

Do not answer this ad unless you're a 50 kw fulltime at 1130 in New York City or need a 26 voice impressionist, pd, a swinger! Married, vet, B.A. wants to move up! Box 918B, BROADCASTING.

Sports announcer—Part-time, 30, married, college degree. Vicinity New York City only. Let me handle your sports program. Strong on play-by-play. Experienced copywriting. Box 924B, BROADCASTING.

Personality, 7 years major eastern market. Resonant mature delivery. Family man—27. Prefer Florida coast station with chance for advancement. Box 931B, BROADCASTING.

Experienced, mature but young announcer-dj with adult appeal seeking permanency with sports minded anti r&r operation. Will travel. Box 932B, BROADCASTING.

Announcer / program director. Versatile, news, music, sports. Offers quality production. Box 937B, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful style. Tape available. Also copy. Box 938B, BROADCASTING.

Experienced sports announcer-newscaster. Nine years football. Excellent references. College graduate. Available immediately. Box 942B, BROADCASTING.

Top personality, nationally known, recording artist. Eighteen years on radio, including own show on CBS, MBS, NBC and own regional network. Have appeared on Ed Sullivan show twice. No formatters need reply. Strong competition is welcomed. Minimum offer considered, $250 per week. Box 947B, BROADCASTING.

Play-by-play, news. Top coverage, 7 years experience. Married, one child. Heavy sports wanted. Box 953B, BROADCASTING.

Radio announcer, experienced, family man, sales, bright sound. Want to settle down. Box 958B, BROADCASTING.

Anticipating an opening soon for a newsman-announcer? Permanent. Midwest. Box 960B, BROADCASTING.

Free lance football! 15 years major conferences. Award winner all sports. Radius 200 miles of Raleigh. Box 963B, BROADCASTING.

Announcer-dj night man on one of top-rated stations in eastern seaboard market. Will locate anywhere immediately with possibilities for good market coverage. Resume upon request. Box 972B, BROADCASTING.

Young, ambitious dj looking for permanent position in northeast. Not a wanderer, prefer top 40. Box 974B, BROADCASTING.

Religious, music, radio background. Mature woman, versatile. Box 978B, BROADCASTING.

Jazz deejay, will go anywhere, midwest preferred. Write Box 979B, BROADCASTING.

Country-personality deejay, first phone, experienced. Make offer. No modern radio. Box 980B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young announcer, dj, newscaster. One year experience. Desire position in station with future, preferably in south. Eager, easy to work with, love radio. Excellent references and tape upon request. Minimum salary $75. Write 328 South Lakeview Drive, Sebring, Florida. Presently employed.

Single, versatile announcer, six years radio-television. Wants permancy. Best references. Available personal interview. Bob Heffner, Route 1, Rockford, Ohio.

Experienced girl announcer. 1st class license. Traffic, news. Excellent references. Beth Kirchoff, 3324 Cleburne Ave., No., Brunswick, Georgia.

Young negro announcer. Vet. Some board. Willing to learn. 3rd phone. Have car, will travel. Bob Lee, 6028 S. Drexel Ave., Chicago 37, Illinois.

Situations Wanted—(Cont'd)

Announcers

For professionally trained announcers, writers, newsmen, sportscasters and disc jockeys. Contact The National Academy of Broadcasting, 3338-16th St., N.W., Washington, D. C.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Good announcer-first phone . . . homesick for deep south. Any offer. Johnny Reb, FRontier 4-9106, Los Angeles.

Announcer—broadcasting school graduate desires start in radio. Commercials with good sell. Smooth news delivery. Low, mature voice. Some board experience. Norman Swenson, 3741 Dukeshire, Royal Oak, Michigan. Liberty 9-4159.

Situations Wanted—(Cont'd)

Technical

Beginner engineer—1st phone. Inexperienced but eager to learn. Harold Codner, 3236 Columbus Ave., Minneapolis, Minnesota.

Desire chief engineer position in small am, mid-west or west. Jefferson Rice, 708 West Central, Bentonville, Arkansas, Crestwood 3-2158.

Production-Programming, Others

Ohio, Pa., New York. Program director with first ticket. Plenty successful formula broadcasting experience. Presently employed as pd for chain. Conscientious, reliable, hardworking. Not looking for prima donna desk job. Double as sports director with play-by-play. Will consider straight dj. If your not willing to pay top wage for top job don't waste our time. Must give thirty days notice. Let's talk!! Now!! Box 936B, BROADCASTING.

". . . . **his (news) broadcasts,** which he prepared, were timely, terse, and informing." ". . . I found him agreeable, reliable, and polite in all my dealings with him." Box 959B, BROADCASTING.

Football predictions! Weekly winners-point spread! Reliable handicapper. Terrific personal contacts! Market exclusives. Box 964B, BROADCASTING.

11 years experience production—news writer, reporter, broadcaster, mobile units. Family man. Available immediately. Anywhere. Box 969B, BROADCASTING.

Former public and station relation executive, 18 years experience broadcasting industry, desires return to station relation or public relation position. Excellent achievement record both in field and as director. Box 970B, BROADCASTING.

News director, sportscaster. TV, radio. 6 years experience. References. Box 981B, BROADCASTING.

Major market pd—Unexcelled production, promotion, deejay. Will trade experience, talents all phases format radio for integrity, stability, percentage increased profit and/or piece of business. No top 40. Any market considered. Degree. Box 983B, BROADCASTING.

TELEVISION

Help Wanted—Management

Sales manager-tv station. Our client is an NBC-TV affiliate in a medium-sized Pa. city where living is pleasant and a dollar still goes a long way. They seek a sales manager who can increase already substantial local and regional billing by strong personal selling and effectively motivating and directing a two-man sales force. While we prefer a man with local tv station sales management experience, we will consider a strong tv salesman, ready to move up, or a man with closely related experience. Position pays a substantial base salary plus commissions in accordance with experience. Write in confidence. Frederick Chusid & Company, Management Consultants, 221 North LaSalle Street, Chicago, Illinois.

Sales

Major market midwest television station desires account executive to take top billing list and continue to bring in profits. Excellent opportunity. Pleasant conditions. Outstanding potential. $12,000 the first year. Box 894B, BROADCASTING.

Technical

Go west, young man. Established western vhf-TV broadcaster needs sharp maintenance technician capable of progressing to chief engineer. Write stating age, training, and experience. Box 814B, BROADCASTING.

Colorado network station needs two am-fm-tv studio/transmitter engineers immediately. First class required. Send resume first letter. Box 861B, BROADCASTING.

Wanted: Experienced transmitter engineer for brand new vhf, full power, RCA installation, gulf coast location. Very good salary for qualified man. Send resume to Box 957B, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF (until forbid)**

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)
☐ **Help Wanted**—25¢ per word—$2.00 minimum
☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space
☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other
☐ **All other classifications** 30¢ per word—$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE
☐ equipment

WANTED TO BUY
☐ stations
☐ equipment

ADDITIONAL CATEGORIES
☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D.C.

NAME_____

COMPANY_____

ADDRESS_____

Remittance enclosed $ ☐ Bill

Help Wanted—(Cont'd)

Technical

Transmitter man wanted for mountaintop installation with quarters if desired. Write C.E., WPTZ, Plattsburgh, N.Y.

Experienced studio technicians with technical training, 1st FCC required. Salary range $5,000-$7,700. Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Production-Programming, Others

Artist for Illinois tv station. Must be able to spell. Can't be too temperamental. Have own thumb tacks. If you're a beginner you best be able to take criticism. Include your fringe abilities. Box 765B, BROADCASTING.

Traffic girl wanted for outstanding midwest television station. Some experience helpful, but will consider college training in traffic. Excellent working conditions, employee benefits. State salary expected and full details in letter to Box 840B, BROADCASTING.

Motion picture cameraman-editor; should have experience filming news and documentaries. Must be creative, filmic sense. Large midwestern tv station. Box 882B, BROADCASTING.

TV news personality with ability to write, produce tv news and handle on-the-spot interviews major market. Box 883B, BROADCASTING.

TV newsman—Opening now for experienced on-camera newsman. Must be able to gather, edit, and air for top-rated am-tv. Send resume, picture and kine or vt. Box 910B, BROADCASTING.

Newsman—Need good solid experienced reporter. Capable of shooting 16mm sound or silent, and handle tape recorder. Not necessary to be on-the-air man, but potential offered for future air work. Send resume and picture. Box 911B, BROADCASTING.

Somewhere there is a good, creative, experienced television copywriter who knows he must progress. Maybe he's taken for granted by his present employer. Maybe he cannot advance because his superior is also a good man. We address this to such a writer. We are a veteran tv station, NBC affiliated, in a good midwestern market. We do a lot of local business. Our writer must be the best man in the market. We're the best station. To such a man, creative, experienced and of good habits we offer a private office, good salary and a chance to be his creative self. Box 922B, BROADCASTING.

TELEVISION

Situations Wanted—Management

I offer character, stability, drive, sales, results in return for growth opportunity with aggressive but honest and respected organization. Family man. No drifter. Twelve years radio-tv-newspaper sales, sales management experience. Presently employed. Box 948B, BROADCASTING.

My best salesman desires a management position in either radio or television. He billed $300,000 the past year. For details contact Box 968B, BROADCASTING.

Sales

Young man with two years experience in commercial tv promotion wishes to enter sales training program with progressive television station. Formally assistant promotion director and now in sales promotion, large eastern station. Resume. Box 951B, BROADCASTING.

General sales manager: Local, regional, national tv sales management in competitive markets since 1950. Proven ability for imaginative, creative sales leadership to attract, train and manage crack sales force. Top personal salesman with good agency contacts. Strong on market research and sales development. A "take-charge" man capable of full responsibility for sales policy, planning and administration. Hard worker with plenty of drive plus good disposition. Now employed. Age 40, married, own home, no children, sound physical condition, good appearance, excellent educational and social background. Best references from industry, past and present employers. Above average man for aggressive station. Will interview and relocate in September. My company aware of this ad. Replies confidential and will be acknowledged. Box 975B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

On camera news, weather, and commercial announcer, 16mm film audition available. Call NYC, Bayside 9-7241.

Experienced disc-jockey and emcee looking for tv record hop or midnight record show. Prefer Ohio, California and Florida but will consider all others. Personality. Box 976B, BROADCASTING.

Technical

1st phone, 4½ years experience all phases studio operations, maintenance. Resume upon request. Box 921B, BROADCASTING.

Studio engineer, 2½ years telecasting experience. First phone. Ham seven years. Desires operations and/or maintenance with well established progressive station. Definite chance of advance. Box 930B, BROADCASTING.

Looking for tv transmitter position. Experience 9 years tv studio, 10 years am transmitter and former chief radio. Box 939B, BROADCASTING.

1st phone, married, vet, 25 years old, tv experience, RCA 25 kw and studio, installation of GE 35 kw and studio. Presently employed. Prefer midwest. Box 982B, BROADCASTING.

Recommendable personnel completing rigid internship seeking studio operations jobs, technical or production. Contact Intern Supervisor, WTHS-TV, Miami.

Experienced in all television operations including transmitter. First phone. Graduate of two technical schools. Excellent references furnished on request. James Murphy, 70 Roger St., Hartford, Conn. Ph. Chapel 7-8712.

Production-Programming, Others

Program director/prod. mgr./oper. mgr. Top flight director. B.A., family, mature and creative. Prefer west coast or major market anywhere. 8 years tv. Box 857B, BROADCASTING.

Program directing professional fully equipped with outstanding rating history, top industry wide references and an effective record in public service, budgeting, automation and administration. Looking for permanence as prime reward for making a good station better. Box 879B, BROADCASTING.

Production manager—Hardworking, ambitious, young man desires production manager or producer-director position with company that will use fresh, creative, practical ideas. 5 years experience, B.A., M.S.—radio & tv. Loves hard work, long hours and a challenge. Excellent references. Box 945B, BROADCASTING.

Looking for qualified man to supervise or assist in your promotional department? Experience all areas of tv promotion. MS degree tv. Formally assistant promotion manager. Now with net o&o station in sales development. Because of impending re-organization must relocate. Resume on request. Box 950B, BROADCASTING.

TV-radio news director at large CBS affiliate station in southeast, heading three-man department, now seeks challenge in larger market as news director or staff member. Experienced in reporting, filming, editing, writing, on-camera broadcasting. Single, college graduate (BS in journalism), veteran, 29. Special interests include editorials, documentaries. Emphasis on smooth production. Box 977B, BROADCASTING.

FOR SALE

Equipment

550 foot Blaw-Knox self-supporting H-21 tower. Designed for fm and tv antennas dismantled, ready to ship. $15,000. Box 917B, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Two complete DuMont Flying Spot Scanner systems. First system has two DuMont 16 mm projectors, two Swindler Saupe slide projectors, opaque section. Original cost $31,300. In daily operation until last week. Excellent condition. Price $6,260 firm. Second system is full color and consists of two 16 mm DuMont projectors, one color modified. Two color DuMont slide projectors. Original cost $32,192.00. Price $6,500 firm. Will sell both for $12,000 firm. Contact Homer Lane, KOOL-TV, Phoenix, Arizona.

Guyed tower—heavy duty Utility type 260 with A-2 lighting. 150′ standing—40′ grounded—190′ overall. Available immediately. Radio Station WOKJ, P.O. Box 2667, Jackson, Mississippi. Telephone FL 4-4096.

Motorola two-way radio, base station with antenna and two mobile units complete, A1 condition, wonderful for remote broadcast. WPHB Radio, Philipsburg, Pennsylvania. Phone Dickens 2-2300.

For Sale: Federal 192A 3,000-watt fm transmitter and station monitor just replaced by higher power equipment. $2,500.00. WQXT AM-FM, Palm Beach, Florida.

Tapak portable tape recorder, good working condition, with built-in transformer for low Z mikes, $250. Steve Aronson, WVIP, Mt. Kisco, N.Y.

Gates 1 kw fm transmitter with dual channel multiplex, new exciter. $3,500. W.E. control board $200; CB-11 turntables with RCA transcr. arms and cabinets $100 ea.: Pentron tape magazine repeater with cartridge (A-4) $80; GL 5593 Phasatrons $10 ea. D-4605 Terre Haute, Ind. or Box 433.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Comercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8″ thru 24″ Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Would like to buy radio station direct from owner. Can pay $25-$30 thousand down. Please give full particulars. Box 792B, BROADCASTING.

Investment whole or partial ownership 250 kw daytimer. Population over 15,000. No brokers. Box 823B, BROADCASTING.

Want small market radio station in southern Michigan. Will pay 25 thousand down. Box 949B, BROADCASTING.

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

Wanted—7000 MC microwave link—Write Box 836B, BROADCASTING.

5 kw fm transmitter in good condition, not more than 5 years old, type 335-BR Hewlett-Packard fm modulation monitor, side-mount fm antenna with 6.3 power gain, accessories if available. Box 913B, BROADCASTING.

Wanted—Channel 25 TFU-21DL uhf antenna and mounting hardware. Must be in good condition. State price on location. Box 944B, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Would like to buy used remote control equipment for delivery within approximately 30 days. Send details including price to Box 973B, BROADCASTING.

RCA 1-0 used camera head only, any condition, with or without viewfinder, or complete RCA used camera chain. Reply to William C. Grove, General Manager, KFBC-TV, 2923 E. Lincolnway, Cheyenne, Wyoming.

Used Dumont field sync generator in good operating condition. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

3-5 fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

BUSINESS OPPORTUNITIES

Spots—recorded—25 (1 min.) tapes $35. Musical background add $5. Tapes included. Box 806B, BROADCASTING.

MISCELLANEOUS

Available now! . . . for modern color radio. Individually cut news introductions and exits, sports, weather, radar, and million record seller promos. Plus gimmicks to help your "sound." Done by professionals at very reasonable rates. Write now for approval tape. KING Enterprises. Box 955B, BROADCASTING.

Production service! Your commercials, promos, intros done with 24 top voices. Low monthly rate! Get demo tape today . . . Arts, Inc., 1409 4th St., So., St. Petersburg, Florida.

Comedy for deejays!—"Deejay Manual", a complete gagfile containing bits, adlibs, gimmicks, letters, doubles, etc. $5.00—Show-Biz Comedy Service (Dept DJ-2), 65 Parkway Ct., Brooklyn 35, New York.

RADIO

Help Wanted—Sales

SALESMAN

Calling on Radio & TV stations. We will train you to sell HOTTEST LINE in the broadcast field—Top money maker. Write Box 925B, BROADCASTING. Tell us where we can phone you —and what area you are now covering. Other non-competing lines OK.

Help Wanted—(Cont'd)

Management

CALIFORNIA STATION

With terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter.

Write Box 780B,
BROADCASTING.

CALIFORNIA
5,000 WATT STATION

In medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required.

Write Box 781B, BROADCASTING.

Announcers

WANTED

America's number one Baseball Broadcaster to do play-by-play for a major league team.

Rush tape — photo—resume to:

BOX 954B,

BROADCASTING.

Help Wanted—(Cont'd)

Announcers

LIVELY DISK JOCKEYS

(NOT FRANTIC)

FOR PRESTIGE PERSONALITY STATION

MAJOR NORTHEAST MARKET TOP PAY

Send Audition Tape (7½ I.P.S.)

To Box 657B, BROADCASTING

NORFOLK—METROPOLITAN

Fulltime . . . swinging . . . hot format . . . independent . . . recently converted. Looking for top format men with "teen" appeal. Jockeys that are alive . . . ready to build name and income. Veterans, or those new in the business, send tape, resume, phone number and minimum starting salary to Bob Story, Station Manager, WNOR, Norfolk, Virginia.

Production-Programming, Others

TOP NEWSMEN WANTED

10,000 watt midwest swingin' station comes alive. Alert newsmen needed for nation's newest, most successful news concept, hard driving, production minded, beeper conscious, best local coverage with quality. Send tape, resume immediately.

Box 934B, BROADCASTING.

TELEVISION

Help Wanted—Management

MANAGER
COMMUNITY ANTENNA TV SYSTEM

Outstanding opportunity in East for qualified man with broad sales experience, able to train and direct personnel in sustained selling effort and supervise CATV operations, maintenance and office routines. Resumes should describe in detail all relevant present and prior responsibilities, give present earnings and three business references. No inquiries of references will be made without permission. All material held in utmost confidence.

Box 920B, BROADCASTING.

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

FOR SALE

Equipment

Splendid used Raytheon one-watt portable color microwave system with audio and complete with two pedestal mounts if used for fixed operation, cables, one 8' x 12' passive reflector, four-foot dishes and feeds one radome 1000 watt and 500 watt voltage stabilizers. Current market price $12,500.00. A steal at $7,500.00 FOB shipping point in southeast. Subject to prior sale. Reply:

Box 805B, BROADCASTING.

FOR SALE

Equipment

Spotmaster

No. 1

In The Tape Cartridge Field

Instant Cueing

For descriptive material, write

BROADCAST ELECTRONICS, Inc.

8800 Brookville Rd., Silver Spring, Md.

or

contact your VISUAL ELECTRONICS man

Employment Service

FINGER ON THE PULSE

Experienced personnel . . .

. . . Opportunities in many markets.

PAUL BARON, BROADCAST MANAGER

MAUDE LENNOX PERSONNEL SERVICE, Inc. (Agcy)

630 Fifth Avenue, N.Y. 20, N.Y.

Circle 6-0276

Send tapes, resumes before calling.

JOBS IN RADIO & TV
THROUGHOUT
THE SOUTHEAST

Talent scouts for the station your looking for—free registration—confidential service. Immediate job openings for—

Announcer-Engineers—
Engineers-Salesmen
Announcers-Newsmen-D.J.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

STATIONS — FOR SALE

FOR SALE BY OWNER
1 KW DAYTIMER

Single station north Georgia market. $75,000—29% down. Ideal operation for owner-manager.

Box 784B, BROADCASTING

Best little station in Alabama.
69M—(without real estate 58M)

Gene Newman,

WHRT,

Hartselle, Alabama

CALIFORNIA FULLTIME

Located in one of the state's better metropolitan area markets. Ideal low cost setup for owner-manager. Total price $195,000 with terms available.

Box 862B, BROADCASTING.

To BUY or SELL a Radio or TV station, contact

PATT McDONALD CO.

Box 9266 — Ph. GL. 3-8080
Austin, Texas; or
Jack Koste, 60 E. 42nd. NY 17, NY
MU. 2-4813

Food processing plant with one radio station on air—two applications up for consideration now and another to come up about first of the year. Will sell entire set-up for $250,000.00 with $100,000.00 cash, balance over five year period. Owner diabetic and retiring. This is real bargain.

Box 927B, BROADCASTING.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Ga.	Single	Fulltime	$175M	29%
Tenn.	Single	Daytimer	62M	cash
La.	Single	250w	107M	terms
Ga.	Single	Daytimer	50M	terms
La.	Single	Regional	53M	terms
Ga.	Single	250w	84M	29%
Calif.	Medium	Daytimer	185M	29%
Fla.	Medium	Regional	230M	29%
Wyo.	Medium	1kw-D	125M	29%
Texas	Medium	1kw-D	225M	29%
La.	Medium	Fulltime	158M	terms
Tenn.	Metro	25% int.	12M	cash
Wash.	Metro	1kw-D	85M	terms
Calif.	Metro	FM	49M	10 yrs.
Texas	Metro	1kw-D	130M	29%
Fla.	Major	Fulltime	250M	terms
Calif.	Major	250w	475M	terms

And Others

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

ROCKY MOUNTAIN. Exclusive. Full time. Doing $50,000 per year. Asking $55,000 with easy terms.

CALIFORNIA. Daytimer. Growing market of 50,000. Absentee owned. Asking $50,000 with $10,000 down.

NORTHWEST CENTRAL. Daytimer. Did over $15,000 last month. Profitable. Asking $150,000 with 29% down.

SOUTHWEST. Full time. Network. Asking $75,000 with 29%.

ROCKY MOUNTAIN. Full time. Network. Profitable. Asking $100,000 with $15,000 down.

NORTHWEST CENTRAL. Daytimer. Good growing market. Asking $100,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar

for

Dollar

you can't

beat a

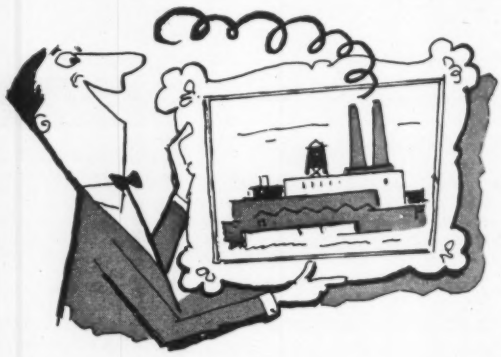
classified ad

in getting

top-flight

personnel

Why you get more for your money when you buy by BRAND NAME...



You get more value and satisfaction for your money when you buy by Brand Name because the specialized know-how of the manufacturer stands behind your purchase.

A respected Brand Name is a manufacturer's most valuable asset and he spares no effort to protect it by constantly testing and bettering the quality of his product.

A Brand Name is the manufacturer's guarantee of satisfaction, further endorsed by the retailer who sells it.

Brand Names give you publicly approved standards of quality and value, for a brand-name product has to earn its good reputation against all its competition.

Magazine advertising helps you get the most value for your money. Choose a maker's Brand Name you know.

A Brand Name is a maker's reputation

CONFIDENCE
BRAND NAMES
SATISFACTION

BRAND NAMES FOUNDATION, INC., 437 FIFTH AVENUE, NEW YORK 16, N.Y.

OUR RESPECTS TO . . .

Clark Brower George

A story that made the rounds during World War II was recounted at a luncheon of the Chicago Broadcast Advertising Club by Clark George, vice president of CBS Tv Stations Division and general manager of WBBM-TV Chicago.

He told about the soldier and sailor who were comparing their respective services. "In the army," the sailor concluded, "you belly up to the beachhead and the enemy shoots at you personally, but in the navy he's just shooting at the ship."

Mr. George used the anecdote to point out that there's only one consolation in today's "state of war" by federal agencies, Congress and various critics against broadcasting and advertising in general: they're being fired on collectively instead of individually.

A Hoosier by birth and a veteran of CBS Inc. for 23 years, he practices and preaches a strong approach to news, public affairs and active participation in civic-community projects. He also has achieved an enviable record in sales and programming and has won recognition from industry and allied groups.

Tryout ■ Since last Jan. 4, Mr. George has had a good opportunity to test specialties as head of the network's owned-and-operated WBBM-TV. It was then that he succeeded H. Leslie Atlass, vice president in charge of WBBM-TV, in what might be called the divorce proceedings that split CBS Chicago into separate radio and tv operations.

Clark George (often confused, when he first came to Chicago, with NBC Radio Network Sales' George Clark) comes from Fort Wayne, Ind., and is an only child (born Feb. 18, 1919). He attended South Side High School, drove a creamery truck, worked in a local brewery, and indulged in athletics—"my one great interest—I was a broken-down athlete."

When his father went to California on business, he returned with a rosy picture of the U. of Californa's new campus (UCLA) and the Georges decided to settle their fates and fortunes on the West Coast. Mr. George's father wanted to open a new business and wanted Clark to attend school there.

Connections ■ Mr. George attended UCLA, continued his athletic pursuits (baseball, basketball, football) and, still lacking a definite ambition in life, drifted on. Then he got an offer from an old family friend, Donald Thornburgh, then vice president and general manager of KNX Los Angeles, to go into radio. The requisites were stringent (including a college education) but young Mr. George accepted—at $1 per show as usher in Hollywood's Radio City. To supplement this meagre income, he washed dishes at a sorority house and mowed the lawn at the campus athletic house, while majoring in English. He was graduated in 1941 and was promoted to the CBS mailroom.

World War II claimed Mr. George in December 1941 and he moved up from ensign to commander in the Navy while traveling all over the Pacific, to South America and other locales. Let out of service in January 1946, he rejoined CBS in the press information office of KNX, then was promoted to the sales staff. He moved to San Francisco in 1949 as California sales manager of Columbia Pacific Radio Network and was recalled into the Navy from July 1950 to December 1951, during the Korean conflict.

Back to CBS ■ Bill Shaw, at that time general manager of KNX, contacted Mr. George after his discharge and offered him a job as CPRN eastern representative for the station in radio spot sales. The following year Mr. George joined CBS Tv Spot Sales' New York office as an account executive at a time, he recalls, "when tv was starting to develop". He was elevated in 1954 to general manager.

WBBM-TV's GEORGE
Public service is his specialty

In 1956 Mr. George returned to the west coast, succeeding James Aubrey (now president of CBS-TV) as general manager of KNXT (TV) Los Angeles and as head of the Columbia Television Pacific Network. KNXT, which had experienced good growth from its inception in May 1948, continued to move forward under Mr. George's leadership, gaining a reputation for frequent winning of awards (nearly 200 in 12 years, including the coveted duPont, Peabody, and the Ohio State U. Institute for Education by Radio-Television honors, plus one from the National Assn. for Better Radio and Television for most consistently contributing "to the educational, cultural and social significance of broadcasting"). With two of the awards, he set aside $1,000 each for two scholarships at UCLA. Mr. George was named vice president in charge of KNXT and CTPN in June 1959.

Chicago Style ■ Since coming to Chicago, Mr. George has established a reputation for participating in civic and community affairs and for capitalizing on the city's big appetite for news and public service shows ("local viewers seem to have a tremendous interest in this type program, as attested by the ratings, no matter what the hour"). As a consequence, WBBM-TV viewers are apt to get a still heavier diet of public service programming in the months ahead. Among recent examples: the two-part *Anatomy of a Crisis* series on the Congo crisis, aired in prime time; the primary election study, *Beat the Drums;* and *Seminar 60,* an educational series. Mr. George also feels that station newsmen ought to travel more, saying:

'It's part of our responsibility to the community. It's costly and time-consuming, but it pays untold rewards. A tv station is more than a business operation—it has a responsibility right down the line to the people, who in turn should become a part of the community. And because we are an o&o operation, that philosophy enables us to do the job." He adds that the same motivation—that of educating the people in civic and cultural pursuits—also applies for press critiques such as the alternate-week *WBBM-TV Views the Press.*

Mr. George married the former Carmen Lemper on April 13, 1941, and they have three children, Mary 17, Fred 13, and Robert 6. Mr. George's hobbies are swimming, volley ball and sports cars. He's also active in the Chicago Broadcast Advertising, Chicago Federated Advertising and Executives clubs and is radio-tv chairman of Chicago's Crusade of Mercy campaign.

Innocence by association

ALONG with other elements of the television business, the ratings services have been taking abuse. They have been criticized for everything from downright dishonesty to perpetrating a hoax by calculating national figures from samples of inadequate size.

At least two of these services, the American Research Bureau and A.C. Nielsen, must have taken a measure of cheer last week from a U.S. Census announcement. The Census found more television homes in this country than ARB and Nielsen had found. As reported elsewhere in this issue, the government counts 46.5 million U.S. homes with tv sets against ARB's 46 million and Nielsen's 45.2 million.

This certainly suggests that neither ARB nor Nielsen is sucking figures out of its thumb and that neither is being dishonest. In this case their errors (if they were errors) were on the conservative side. The comparison of the government estimates with those of the two companies speaks well for the private companies' motives and procedures.

Now some more laws

THE "Communications Act Amendments, 1960" is a phrase that will be fitted permanently into the broadcasting idiom. It is the brief title for the Pastore-Harris amendments enacted at the short session of Congress which wound up last week. These amendments to the Communications Act of 1934 will be cited often in FCC decisions and in pleadings and lawsuits that inevitably will arise over the FCC's newly acquired and infinitely broader authority over broadcasting.

There's a long title, too. It reads:

"An Act to promote the public interest by amending the Communications Act of 1934, to provide a pre-grant procedure in case of certain applications; to impose limitations on pay-offs between applicants; to require disclosure of payments made for the broadcasting of certain matter; to grant authority to impose forfeitures in the broadcast service; and to prohibit deceptive practices in contests of intellectual knowledge, skill or chance; and for other purposes."

It could have been much worse. The legislation began as S 1898 in the Senate and simply would have amended procedural and administrative aspects to make them more workable and less time-consuming. But the House Legislative Oversight Committee used the bill as a vehicle for its payola and quiz-rigging bans, and then proceeded to throw in other sanctions in the form of suspension and fine provisions that would have made life unbearable for the already harried broadcasters.

We said it could have been worse. Chairman Pastore (D-R.I.) of the Senate Communications Subcommittee, tossed out the 10-day suspension provision. The forfeiture proposal was scaled down substantially. We still feel fines are unnecessary because the FCC has ample power under existing cease and desist and revocation provisions to punish willful and persistent offenders.

These Senate changes didn't just happen. They came as a result of persistent opposition of broadcasters, organized through the NAB.

As is always the case in Washington, staff work is basic. In this instance, the essential staff level task was handled knowledgeably and expeditiously by the Senate Interstate Commerce Committee's communications expert, Nicholas Zapple. It was a race against adjournment—and the Oversight Committee's steamroller.

Manhunt

THE NAB has been without a paid chief executive for six months—since the untimely passing last March of its dedicated chairman-president, Hal Fellows.

In that critical half-year, the NAB staff has carried on in exemplary fashion, under the policy direction of the volunteer three-man committee. Clair R. McCollough, the committee's chairman, has been in constant touch with Washington headquarters. He has traversed the 100 miles from his own headquarters in Lancaster, Pa., innumerable times to handle the thousand-and-one details of policy control. His associates—G. Richard Shafto, WIS Columbia, S.C., and Merrill Lindsay, WSOY, Decatur, Ill., have traveled to Washington whenever called upon.

Meanwhile, the selection committee hasn't been dawdling. An intensive search has been under way. A list of nominees has been screened and several important personages within and outside broadcasting have been interviewed.

Howard Lane, KOIN Portland, Ore., selection committee chairman, will call his eight-man group to Washington during the week of Sept. 19. Action is hoped for then. The policy committee cannot carry on indefinitely. This should not be asked of men who have their own duties to perform.

Broadcasters as well as those with whom they do business were mightily encouraged to learn that men of the calibre of Henry Cabot Lodge are under consideration. Mr. Lodge's identity became known (CLOSED CIRCUIT, Aug. 1) when the UN Ambassador was drafted for the Republican vice presidential nomination. That eliminated him from NAB consideration.

We think the selection committee is searching at the proper level. We believe, moreover, that the selection should be made prior to the November elections to avoid possible political implications. The man selected should be above partisan politics.

The Selection Committee, however, should not dismiss out of hand the possibility of appointment of an outstanding broadcaster to the NAB presidency. There are statesmen of commanding stature in broadcasting who would do credit to this assignment if only one could be induced to accept.

Drawn for BROADCASTING by Sid Hix

"He said with today's headaches, he needs all the help he can get!"

The air is filled with new KPRC-TV spots!

Literally thousands of these fabulous new spots have been bought since their introduction. And no wonder! KPRC-TV Spots are incredibly effective, beautifully true. And, you'll be amazed at their brightness, even after weeks of play. Discover the difference this new announcement can make in your sales game. Buy the new KPRC-TV SPOT! Sold at Edward Petry & Company pro shops and unconditionally guaranteed!

KPRC-TV

sets the pace in Houston sales

Courtesy of Spalding Distance Dots